

**Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C. 20554**

In the Matter of

Broadcast Localism

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MM Docket No. 04-233

**COMMENTS OF COX BROADCASTING, INC. AND COX RADIO, INC.**

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## SUMMARY

This entire rulemaking is a proceeding that relies on a fundamental misconception. Despite the vague claims of a small minority of critics, there is absolutely no evidence in the record to suggest that broadcasters have failed to respond to the local needs and interests of their communities. Indeed, as is amply proven by the record as a whole, and as demonstrated by the examples of Cox's radio and television stations described in these Comments, broadcasters in local markets across the United States are intimately involved in their communities and serve the interests of those communities in a wide variety of ways.

Broadcasters' involvement in their communities takes many forms, with licensees tailoring that involvement to best suit the needs of their specific communities. Through contact with elected officials and community and business leaders; sponsorship and hosting of local events; production of public affairs programs and public service campaigns; membership in local organizations; and numerous other activities, broadcasters learn about the issues most important to their communities of license. Using this knowledge, licensees provide programming to address those issues, including extensive amounts of local and national news, political, and public affairs programming, as well as sports and entertainment programs. By exercising their discretion, and guided by their knowledge of their communities and their desire to succeed in the face of rapidly increasing competition, local licensees provide ample locally-responsive programming.

In the face of a record demonstrating exceptional service by broadcasters to their local communities, and in the absence of any evidence that a "localism problem" exists, the Commission simply has no legal authority to reverse the course that it has followed for more than 20 years and adopt new regulations that would sacrifice local involvement and programming to administrative compliance. Unambiguous appellate precedent requires an



administrative agency to have compelling evidentiary support before it adopts a drastic change in regulatory course. In the complete absence of evidence of a localism problem or any showing that its proposed regulations regarding community advisory boards, main studio location, content-based renewal processing guidelines, and service to allegedly underserved communities would promote localism, adoption of those regulations would be arbitrary and capricious and violate Congress's deregulatory intent set forth in the Telecommunications Act of 1996.

The Commission's "community advisory board" is an entirely speculative proposal and a one-size-fits all approach to ascertainment which would unduly burden broadcasters and community leaders. The Commission's proposed main studio rule would harm the public interest by forcing licensees to relocate possibly thousands of studios, at significant expense to station owners, community members, and the environment. In many cases, this rule would make it much harder for radio and television stations to serve their communities and for members of those communities to contact the stations that serve them. This unjustified requirement would produce no public interest benefits to offset these extraordinary costs.

The Commission's proposed content-based renewal processing guidelines reverse well-reasoned decisions the Commission made more than 20 years ago. Any such regulations would infringe on the First Amendment rights of broadcasters. Moreover, adoption of any regulation that would require every licensee to serve all portions of its community is unwarranted and contrary to both the public interest and common sense.

The record in this proceeding simply does not demonstrate that there is any "localism problem" for the Commission to fix. Licensees already provide exceptional local public service, and their dedication to their communities, not to mention the marketplace realities of increased competition, will continue to reinforce this local focus. The Commission's re-regulatory

proposals are not only unnecessary, but would impose significant costs on broadcasters and their communities and would in fact harm localism. For the reasons set forth herein, Cox urges the Commission to abandon the misguided re-regulation proposed in the *Notice*.

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**COMMENTS OF COX BROADCASTING, INC. AND COX RADIO, INC.**

Cox Broadcasting, Inc. and Cox Radio, Inc. (collectively, “Cox”), by their attorneys, hereby submit these Comments in response to the *Report on Broadcast Localism and Notice of Proposed Rulemaking* in the above-captioned proceeding.<sup>1</sup> Cox owns and operates almost 100 television and radio stations in 26 markets across the United States.<sup>2</sup> Cox’s 15 television stations include affiliates of all of the four largest broadcast networks, as well as independent television stations in three markets. Cox television station markets range from San Francisco-Oakland-San Jose, the sixth largest Designated Market Area (“DMA”) in the United States, to Wheeling, West Virginia-Steubenville, Ohio, the 159th ranked DMA. Cox’s radio stations serve markets ranging

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<sup>1</sup> *Broadcast Localism, Report on Broadcast Localism and Notice of Proposed Rulemaking*, in MB Docket No. 04-233, FCC 07-218 (rel. Jan. 24, 2008) (“*Notice*”). The deadline for filing Comments in response to the *Notice* was extended to April 28, 2008. See “*Media Bureau Grants Extension of Time to File Comments and Reply Comments in response to Broadcast Localism Notice of Proposed Rulemaking, Public Notice*, DA 08-515 (rel. Mar. 6, 2008).

<sup>2</sup> Cox Broadcasting, Inc. is a wholly owned, indirect subsidiary of Cox Enterprises, Inc. (“CEI”), a privately held company controlled by the same family for over 100 years. CEI’s corporate predecessor began in 1898 when James M. Cox purchased the *Dayton Evening News*. CEI still owns that newspaper, now known as the *Dayton Daily News*. CEI has grown to become a diversified media and communications company with radio, television, newspaper, and cable television interests throughout the United States. CEI also controls Cox Radio, Inc. through its ownership of approximately 71 percent of the company’s common stock. The remaining interests in Cox Radio, Inc. are publicly held. Attached at Appendix I is a list of all of Cox’s radio and television stations, including their communities of license.

from Houston, Texas, the sixth largest Arbitron Metro market to Stamford-Norwalk, Connecticut, the 146th-ranked Arbitron Metro market.

Cox has had an unwavering commitment to local community service since the company was founded by James M. Cox in 1898. This tradition continued when Cox became a pioneer in the new technology of broadcasting more than 60 years ago. Cox began operating its first radio station, WHIO(AM), Dayton, Ohio, in 1934, and entered the television business in 1948, establishing WSB-TV in Atlanta. Cox still owns and operates both of those stations today. When he passed away in 1957 Governor Cox's legacy to his company was to follow in his footsteps by working for the communities the company served. In his will, he left specific instructions to his trustees and heirs to demonstrate "unfailing devotion to the best interests of those communities."<sup>3</sup> Cox's core value of local service has fueled Cox's growth into one of the largest and most successful broadcasting companies in the country.

In all of its markets, Cox is first and foremost a local broadcaster, with management residing in the community and empowered to make decisions at the local level about how each station can best serve its local audiences. Cox's business model is thus completely aligned with Congress's mandate, set forth in the Communications Act of 1934 as amended, that broadcast licensees serve the public interest in their communities. Even absent this statutory directive, however, Cox would continue to operate with a keen focus on localism, as it recognizes that consumers and advertising clients in local markets receive the best service when broadcasters in their communities focus on their needs. Only in meeting these needs on a local level can any broadcaster hope to succeed in an increasingly competitive and fragmented marketplace.

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<sup>3</sup> Charles E. Glover, "Journey Through Our Years: The Story of Cox Enterprises, Inc." at 66 (Longstreet, 1998).

Cox understands the Commission's desire that its rules and policies promote the vision of localism adopted by Congress at the birth of the broadcast industry. As Cox and other broadcasters demonstrated in earlier comments filed in this proceeding, however -- and as Cox will show in these Comments -- imposing additional regulations on radio and television stations is not needed to achieve this goal, and in fact would be counterproductive. The local employees who work at Cox's radio and television stations are members of their communities and are encouraged by management to become involved in those communities. As a result of their constant outreach to, and interaction with, a wide range of individuals and organizations, local staff at Cox's radio and television stations effectively ascertain the needs and interests of their communities and then program their stations to respond to those needs. In many markets, Cox has also found that by combining the resources of its stations, including by locating the main studios of some of those stations in a single location, it is better able to enhance its interactions with members of its communities and provide programming responsive to their needs and interests.

As demonstrated more fully below, the rules proposed in the *Notice* would harm localism by forcing Cox and other local broadcasters to divert time and resources from the activities they have developed over years of working in their local markets in order to comply with one-size-fits-all prescriptions mandated from Washington, D.C. It is important to remember that the Commission has never eliminated -- and Cox has never ignored -- the bedrock requirement that broadcast licensees ascertain the needs and interests of their communities, and provide responsive programming. But the Commission has wisely given licensees flexibility over the years to respond to their local markets and utilize the approach that best suits their communities. By depriving stations and their audiences of that beneficial flexibility, the proposed rules would

represent an unwarranted, and counterproductive, intrusion into broadcasters' daily operations (including audience outreach), business decisions and journalistic freedoms. Community involvement and local programming would give way to administrative compliance.

Adoption of the rules proposed in the *Notice* also would constitute significant re-regulation and a dramatic change of course in the Commission's well-reasoned policy of reducing regulatory burdens on broadcast licensees over the past 25 years.<sup>4</sup> As a matter of well-settled administrative law, any such change of course would require compelling evidence that the proposed rules are needed to advance Congressional goals as enunciated in the Communications Act of 1934, as amended. The record in this proceeding, which is already extensive, contains no such evidence. Moreover, the proposed rules raise serious constitutional issues by effectively requiring licensees to broadcast speech on government-favored topics. For all of these reasons, Cox urges the Commission not to adopt the regulations proposed in the *Notice*.

**I. THIS RULEMAKING RELIES ON THE MISTAKEN PREMISE THAT BROADCASTERS DO NOT PROVIDE ENOUGH SERVICE TO THEIR LOCAL COMMUNITIES.**

The concern underlying this entire proceeding – that broadcasters are failing to respond sufficiently to the needs of their communities – is simply unfounded. As Cox's 2005 Reply Comments in this proceeding showed, and as these Comments again will demonstrate with ample concrete evidence, Cox's television and radio stations provide exceptional service to their

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<sup>4</sup> See, e.g., *Revision of Programming and Commercialization Policies, Ascertainment Requirements, and Program Log requirements for Television Stations, Report and Order*, 98 FCC 2d 1076 (1984) ("1984 TV Deregulation"), *recon. denied, decision clarified*, 104 FCC 2d 358 (1986); *Deregulation of Radio, Report and Order*, 84 FCC 2d 968 (1981) ("1981 Radio Deregulation"), *recon. denied, decision clarified*, 87 FCC 2d 797 (1981); *1981 Renewal Streamlining Order, 1981 Radio Deregulation, 1984 Television Deregulation. 1981 Radio Deregulation; Radio Broadcast Services: Revision of Applications for Renewal of License of Commercial and Non-Commercial AM, FM, and Television Licensees, Report and Order*, 49 RR 2d 740 (1981) ("1981 Renewal Streamlining Order"), *recon. denied*, 87 FCC 2d 1127 (1981).

communities. Moreover, with many decades of experience in the industry, Cox has had the privilege of working with countless broadcasters who similarly are committed to serving their local communities. Before adopting extensive new regulations in this area, it should review closely the overwhelming record evidence that today's broadcasters, as a group, are serving the public interest with pride and distinction.

**A. COX STATIONS ARE DEEPLY INVOLVED IN THEIR COMMUNITIES AND ASCERTAIN AND SERVE THE NEEDS AND INTERESTS OF THOSE COMMUNITIES IN MANY WAYS.**

Cox firmly believes that serving the local public interest involves far more than simply providing local programming (although as detailed below, Cox's stations provide enormous amounts of such programming and Cox believes that its most effective competitors do the same). To guide and develop locally-responsive programming, all broadcasters must be members of, and involved in, their communities. Under the Commission's existing rules, broadcasters are free to use their local knowledge of their communities to develop and implement targeted methods for ascertaining the needs and interests of those communities. Cox has used this freedom to develop methods of ascertainment that, while sharing much in common, differ based on the specific factors present in the diverse communities Cox serves from Atlanta to Honolulu.

Broadcasters' active and ongoing involvement in their communities allows them to ascertain the needs and interests of their communities and help satisfy those needs and interests. Cox and other broadcasters routinely produce and broadcast local programs, public service announcement ("PSA") campaigns for many local charities and events; sponsor and host local events; visit local schools; serve on the boards of local organizations; and interact with their communities on a personal level in innumerable ways. As detailed below, Cox's radio and television stations provide exemplary models of these types of interactions. By working closely with a wide range of community members, Cox's stations learn first-hand what issues and

problems are most important to them. The one-size-fits-all ascertainment proposed in the *Notice* would serve only to reduce these highly effective ascertainment efforts, and the resulting responsive programming, by diverting licensees' time and resources from these locally-developed activities.

*Cox Sponsors, Promotes and Participates in Community Events.* Cox broadcast stations have a rich tradition of supporting community organizations by helping to sponsor and promote their community events, and by having station employees personally participate in the organizations' activities. For example, KTVU(TV), Oakland, partners with a large number of community organizations in myriad ways throughout the year to assist them with their missions.<sup>5</sup> In some cases, such as San Francisco's annual Chinese New Years parade, KTVU(TV) produces live broadcasts of the events. KTVU(TV) is also involved in ongoing sponsorships and partnerships with the Oakland Ballet, the Californian Independent Film Festival, and the Leshner Foundation, a local community group dedicated to enhancing the quality of life in Contra Costa County through charitable giving. Each year, the station also produces at its studios and broadcasts live the Muscular Dystrophy Association's annual Labor Day telethon. In a similar vein, KFOX-TV, El Paso, Texas, works closely with MADD to help reduce the number of drunk-driving related accidents and deaths in the station's viewing area, broadcasting extensive PSA campaigns and including in its news programs stories of real families who have lost loved ones to drunk drivers. During 2007, WSB-TV in Atlanta worked very closely with the Atlanta

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<sup>5</sup> Attached at Appendix II is a mere sampling of some of the community events and programs in which Cox's stations and their staff have participated in recent years. Attached at Appendix III is a representative sample of the hundreds and hundreds of letters of appreciation Cox stations have received from community groups and local leaders for their programming and community involvement.



History Center to promote their “I Have a Dream: The Morehouse College Martin Luther King Jr. Collection” exhibit, which featured more than 600 items from Martin Luther King, Jr. including personal letters and papers, which held significant interest for residents of the Atlanta area. WSB-TV broadcast a PSA campaign related to the exhibit and produced a special half-hour program providing a “behind the scenes” look at the exhibit and how the Atlanta History Center had obtained the works included in the collection. Cox employees at WSB-TV and other stations also frequently make appearances at local events, including emceeding fundraising events, appearing at school career days to speak about opportunities in broadcasting, and delivering keynote addresses. To organize the more than 200 events at which its staff appear (including more than 200 in 2007 alone), WSB-TV has for 35 years maintained a Speakers Bureau.

Cox’s radio stations also sponsor and participate in many local charity and community events. For example, WHDR(FM) and WFLC(FM), Miami, Florida, every year work with Pride of Greater Fort Lauderdale, an organization devoted to promoting positive images of gay, lesbian, and transgender people to promote their annual Stonewall street festival. WFLC(FM) also is an annual participant in the Waterway Clean Up, an event that encourages listeners to join station personalities to come out and clean up beaches in the Miami area. In Orlando, Cox’s radio stations participate in a month-long campaign to help raise money for the Russell Home, a local institution that cares for severely handicapped children. In 2008, WWKA(FM) also co-hosted the opening day of the Oviedo Little League baseball organization. Through its on-air efforts, WWKA(FM) was able to publicize damage that thieves and vandals had caused to the groups facilities prior to the season and encourage donations from the community that allowed the season to begin on time. In recent years, WWKA(FM) has also supported an effort called

March for the Troops, which encourages members of the community to write cards to military personnel serving overseas. WWKA(FM), in addition to publicizing the effort, provides cards for listeners to complete and uses its military contacts to have the materials sent to soldiers serving throughout the world.

Cox's stations donate not only their air-time for local promotion, but also spend significant amounts of their personal time and interact closely with representatives of these organizations and their members. By getting out into their communities, station staff are able to learn about and experience first-hand the needs and interests of the members of those communities.

The dedication to local public service and community involvement of Cox and its employees is exemplified by KKBQ(FM), Houston, Texas morning show host Kevin Kline, who created and serves on the board of the Snowdrop Foundation, a non-profit organization dedicated to fighting pediatric cancer. Mr. Kline is not alone among Cox's employees in this type of involvement in their local communities. In Charlotte, North Carolina, for example, four staff members at WSOC-TV and WAXN-TV are founding members of Compassionate Hands and Hearts, a breast cancer outreach organization. Through their service on the boards of numerous community organizations, these and other members of the staffs of Cox's stations throughout the country interact closely with other members of their communities, gaining significant insight into the interests and needs of these communities.<sup>6</sup> The market manager of Cox's radio stations in Dayton, Ohio, for example, serves on the board of the Dayton Children's Medical Center. Other employees in Dayton serve on the boards of the Block Hunger Organization, the American Heart

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<sup>6</sup> Attached at Appendix IV is a more comprehensive, but by no means exhaustive, list of some of the community organizations of which Cox's local employees and staff are members.

Association, the Butler Performing Arts Association, and Huber Heights Little League, among other organizations. In Birmingham, Alabama, employees of Cox's radio stations serve on the boards of the Birmingham Metro Chamber of Commerce, Birmingham City's Division of Youth Services Department, and the Fair Housing Center of Northern Alabama. In Atlanta, one of WSB-TV's anchors, Monica Kauffman, was the first African American chair of the Metropolitan Atlanta United Way Board and is currently on the boards of The High Museum of Atlanta, True Colors Theater Company, and Senior Citizens Services of Atlanta. Other WSB-TV employees serve on the DeKalb Symphony Board, the Communications Committee for the North Georgia March of Dimes, the Piedmont Park Conservancy Board, and the Druid Hills Youth Sports Board, among many others. In Johnstown, Pennsylvania, WJAC-TV's general manager serves on the Board of Visitors for the Penn State University College of Communications, and the station's meteorologist serves on the board of the Pennsylvania Special Olympics. WJAC-TV has worked closely with the Pennsylvania Special Olympics for years, serving as the event's media sponsor since 2002.

*Cox Actively Solicits the Views and Opinions of Community Members.* Many of Cox's radio and television stations hold regular meetings at which they consult with local community leaders regarding the issues and concerns important to those communities. KIRO-TV, Seattle, Washington, has instituted an informal and off-the-record Newsmaker Breakfast series at which community leaders visit and discuss with station personnel the issues most important to them and to the community. Based on these and other regular meetings with community leaders, the station's community relations manager follows up with further meetings with other organizations to help the station effectively address the needs of the Seattle community. WSOC-TV and WAXN-TV similarly hold regular Community Leader Lunches. During the past year,

participants at these events have included the President and CEO of the Urban League of Central Carolinas, the President and CEO of the Charlotte Museum of History and Hezekiah Alexander Homesite, the Executive Director of Right Moves for Youth, and the Chief Communications Officer of the Charlotte Mecklenburg Schools, among others.

Among Cox's radio stations, the General Manager, News Director, and Program Director at WDBO(AM), Orlando, Florida meet on a quarterly basis with community leaders such as the Mayor and Chief of Police of Orlando and the Orange County Commissioner to discuss issues that they believe are important. At KRMG(AM), Tulsa, Oklahoma, Cox employees hold weekly meetings with local business and community leaders. During March 2008 alone, KRMG(AM) employees met with the Mayor of Tulsa, United States Congressman John Sullivan, Tulsa County Sheriff Stanley Glanz, three Tulsa County Councilors, the Jenks School Superintendent, and the Tulsa Chief of Police, among others. Representatives of Cox's radio stations in the Jacksonville, Florida market meet quarterly with leaders of community groups to discuss how the stations can use their news and public affairs programming to highlight the issues most important to those groups. In Richmond, Cox's radio stations consult frequently with local organizations and institutions such as Metro Crime Stoppers and the Virginia Commonwealth University School of Mass Communication. Many of Cox's other radio and television stations also meet on a regular or occasional basis with community representatives not because of any Commission mandate but because the individual personnel in these markets have determined that such meetings are an effective way to discuss issues with leaders in their communities.

*Cox Stations Give Local Leaders and Audience Members a Voice.* At many of Cox's radio stations, local leaders either host their own programs or regularly call in to discuss issues. When these individuals are at Cox's stations, station personnel have the opportunity to learn

which issues that these community leaders consider most important. The Mayor of Birmingham, Alabama, for example, hosts a call-in program on WBHJ(FM) twice per month which allows Cox to learn both from the Mayor and from residents calling in to the show to discuss the issues that are most important to them. On WAGG(AM), Birmingham, Alabama, Jefferson County Commissioner Sheila Smoot hosts a one-hour call-in show called *Smoot on Your Side* Mondays through Fridays. In 2008, the Alabama Broadcasters Association named *Smoot on Your Side* the Talk Show of the Year. WSTC(AM), Stamford, Connecticut and WNLK(AM), Norwalk, Connecticut, each week interview local political leaders including the mayors of Stamford and Norwalk, the Governor of Connecticut, and United States Representative Christopher Shays.

Local call-in shows on Cox's radio stations also provide an opportunity for all residents of the stations' markets to express directly to Cox's station staff their feelings on what issues are important to them. On weekday mornings, KISS-FM, San Antonio, Texas broadcasts the "Lisle & Hahn" morning show, which while entertaining listeners also discusses important local and national issues such as the economy, politics, and health issues with listeners, who are encouraged to call in. WBHK(FM), Warrior, Alabama, produces and broadcasts *Talk Back*, a two-hour live call-in show on Saturday nights. Cox's news/talk station in the Birmingham, Alabama market, WPSB(AM), broadcasts *Hola Latino* every day from 1:00 p.m. to 2:00 p.m., providing residents of the market, and particularly of Birmingham's Hispanic community, an opportunity to call in and discuss important community issues.

At Cox's television stations, local leaders and representatives of community organizations frequently appear on, and work with station staff in the production of, the stations' public affairs programs. WSOC-TV in Charlotte, for example, broadcast a special series in 2005 and 2006 called *24 Hours for Children* that featured interviews with many local leaders,

including the Executive Director of the Council for Children, the Director of the Mecklenburg County Department of Social Services, and representatives from the YMCA of Greater Charlotte and the Charlotte-Mecklenburg Police Department. At WSB-TV in Atlanta, station staff work closely with representatives from the League of Women Voters, producing and broadcasting PSAs and often interviewing members of the group on the station's weekly public affairs program *People 2 People* to discuss topics such as Georgia's Voter ID Bill, voter registration drives, and other efforts to encourage residents to participate in elections. As part of the public affairs program *Metrolina Forum*, a thirty-minute program produced and broadcast eight times a year on WAXN-TV, staff at that station in the past year have conducted and broadcast interviews with the President of the Cabarrus Regional Chamber of Commerce, representatives of the Kannapolis City Schools, and the City Managers of Concord and Kannapolis. These interviews not only provide an avenue for these individuals to reach out directly to their communities, but also allow the staff of Cox's stations to learn first-hand the issues and concerns most important to the community groups and organizations they represent.

*Cox Stations Are Using the Web to Expand and Improve Their Community Outreach.*

Cox also has embraced the Internet as a way to encourage and enable local residents to voice their opinions as to important issues, give Cox direct feedback on the programming it provides, and suggest new directions that programming could take to remain responsive to their needs and interests. Every Cox broadcast station has its own website and Cox has made a substantial commitment of corporate resources and personnel to ensure that all of its stations are accessible through the Internet. The websites of most Cox television stations feature forum or survey pages, host polls, and encourage both general comments as well as comments on specific stories posted on the sites. The sites also encourage users to provide their own suggestions for story

ideas they would like to see covered. Cox's radio stations in many of its markets, including Honolulu, Hawaii; Norwalk, Connecticut; Richmond, Virginia; and Jacksonville, Florida also conduct polls on a wide range of topics on their websites. In Miami, Cox's WHDR(FM) and WFLC(FM) both use their websites to encourage listeners to suggest topics for discussion on the stations' weekly public affairs programs, *The Platform* and *Sunday Morning Along the Coast*. WSB(AM), Atlanta, Georgia similarly solicits information from listeners through its website and during its public affairs programs. WOKV(AM), Jacksonville, Florida's website allows users to comment on individual news stories and other features. Similar avenues for listener interaction are available from Cox's radio stations in the Tulsa and Dayton markets, among others.

Cox stations also encourage users of their websites to contribute their own content, some of which eventually is broadcast over-the-air on the stations. KFOX-TV, for example, encourages users to submit photos and videos; in the station's morning news programs, it regularly includes a segment featuring user-submitted photos of children and other loved ones serving in the military overseas. WSB-TV requests nominations through its website as part of the station's "Going Green" campaign, designed to encourage environmental awareness and conservation. Each week, the station reviews these nominations and chooses a "champion" who has made a particularly valuable contribution. That individual is featured in the station's Saturday morning newscasts. The station's public affairs program *People 2 People* also frequently includes videos submitted via the station's website by users who wish to highlight the efforts of someone they feel is making extraordinary contributions to their community.

*Cox Welcomes the Community to Its Stations.* Cox stations also host visits to their studios by members of their communities, including school groups, Boy Scout and Girl Scout groups, military personnel, and community service organizations. Cox's radio stations in

Greenville, South Carolina, for example, recently hosted a tour by the Kappa Knights, a local mentoring and personal enrichment program for young African American boys in sixth to eighth grade. WSB-TV in Atlanta offers free tours to the public every Tuesday and Thursday. Last year more than 5000 people visited the station. Many of Cox's stations also participate in job shadowing programs, in which local high school and college students visit the stations and spend time with their staff. Staff from many of Cox's stations also visit and teach at local schools. In all of these ways, Cox's stations learn more about the needs and interests of the members of their communities and the members of the communities learn about the stations and how they can help them serve their interests.

*Cox Continues to Innovate in Community Outreach.* Far from implementing a static approach to community involvement and ascertainment, in recent years, Cox's local radio and television stations have developed and implemented unique programs to encourage even greater local involvement by their staffs and increased interaction with members of their communities. KKCM-FM, Tulsa, Oklahoma, for example, has created a non-profit fund called "The Spirit Network." KKCM-FM designed The Spirit Network to help meet the immediate needs of local individuals or groups, who can apply on-line to receive assistance. This fund has helped people in need ranging from a single mother who needed help fixing her car to a family needing help to pay medical bills arising from a child's battle against leukemia. KKCM-FM's continued involvement in the program includes accepting applications and donations through the station's website and promoting the program on-air. Cox's radio stations in Houston recently created a program called "Cox Radio Houston Employees Care" to encourage increased interaction between its employees and members of its communities. This program allows all employees to use a regular workday to volunteer at any one of a number of community organizations based in



or providing services to the Houston area. Employees can work with an organization with which Cox already has a relationship or can nominate an organization with which they wish to volunteer. In El Paso, two KFOX-TV reporters recently have had the opportunity to learn firsthand about immigration and border control issues, which are critically important to residents of the El Paso area, by becoming involved in a months-long training program with United States Border Patrol Agents and the local FBI office.

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Through all of these programs and activities, Cox's staff not only give back to their communities -- they also interact with the members of those communities, learning about the issues and concerns that are most important to them and how the stations can better develop their programming to respond to these needs and interests. Cox's management -- from the very top -- actively encourages and is very proud of the Cox broadcast stations' longstanding commitment to their local communities. As the foregoing examples (and additional ones described in the appendices) reveal, any suggestion that the Cox stations are not actively involved in their communities and are not keenly aware of their communities' needs and interests is simply untrue.

**B. COX TELEVISION AND RADIO STATIONS RESPOND TO THE NEEDS AND INTERESTS OF THEIR COMMUNITIES.**

Throughout the United States, Cox broadcast stations respond to the needs and interests of their communities through a wide range of programming and community involvement. Cox radio and television stations provide news programming, public affairs programs, politics and election coverage, and exceptional coverage of emergencies that are important to residents in the areas Cox serves. Cox recognizes that people living in the communities it serves also want to be entertained, and accordingly its stations provide sports and entertainment programming as well.

Although Cox is extraordinarily proud of the local programming that its stations produce, it also recognizes that network and syndicated news, sports, and entertainment programming also fulfills a very important role for the members of the communities that it serves and is often highly responsive to local needs and interests. That programming entertains viewers and listeners, allows them to feel connected to the larger world, and helps them to learn how events happening throughout this country and the world at large affect how they live everyday. Only by providing a balanced mix of local, national, network, syndicated, news, informational, and entertainment programming can Cox's stations best serve their viewers and listeners.

**1. Regularly scheduled news programming.**

As the Commission recognized in the *Notice*, one of the primary ways in which broadcasters respond to their communities' needs is through local news programming.<sup>7</sup> Cox television and radio stations are exemplary models of this type of programming, providing extensive, award-winning local news coverage to their communities. These locally-produced news programs focus on events occurring in the stations' communities of license and also address the local impact of regional, national, and international events.

Cox's television stations provide extensive, in-depth local news to their communities. For example, WFTV(TV) and WRDQ(TV), Orlando, Florida, together provide 47 hours of local news to the Orlando market each week. WSOC-TV, Charlotte, North Carolina, broadcasts 32 hours of local news per week, and WJAC-TV, Johnstown, Pennsylvania, provides more than 24 hours. KTVU(TV), Oakland, California, provides 41 hours of local news each week, representing almost one quarter of the station's broadcast hours, in the sixth largest market in the

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<sup>7</sup> *Notice* at ¶ 31.

county, and KICU-TV, San Jose, California, broadcasts an additional two and one half hours. WSB-TV, Atlanta, Georgia provides 40 hours of local news every week.<sup>8</sup>

Cox's radio stations also provide extensive local news coverage. In Atlanta, in addition to the 40 hours of local news provided by WSB-TV, Cox's radio stations, including WSB(AM) and WSB-FM, together provide over 44 more hours of local news coverage. WSTC(AM), Stamford, Connecticut and WNLK(AM), Norwalk, Connecticut broadcast 32 hours per week of local news; KRMG(AM), Tulsa, Oklahoma broadcasts 18 hours per week of news coverage produced at the station's local studios; and WOKV-FM, Ponte Vedra Beach, Florida, and WOKV(AM), Jacksonville, Florida, broadcast 17 hours of local news each week, in addition to eight hours of local talk and approximately 300 local traffic reports each week. Even Cox's radio stations without a news/talk format provide substantial local news, traffic, and weather coverage. Cox's radio stations in Greenville, South Carolina, for example, broadcast local news breaks each hour during morning drive time. WSB-FM, Atlanta, Georgia, WSRV(FM), Gainesville, Georgia, and WALR-FM, Greenville, Georgia, also each provide local news, traffic, and weather updates on a daily basis.

Cox's stations throughout the country have provided, and continue to provide, coverage of daily events in their regularly-scheduled newscasts and in-depth coverage of issues of particular concern to their communities. WSB(AM), for example, has provided continuing coverage of the severe drought affecting Georgia and the southeastern United States, broadcasting a daily "Water Watch" update in the 7:00 am hour and providing longer-form programming on the drought's impact and tips to help listeners conserve water. Earlier this

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<sup>8</sup> Attached at Appendix V is a chart listing the amounts of local news programming provided by many Cox radio and television stations.

month, the Radio and Television News Director's Association ("RTNDA") recognized this coverage by awarding WSB(AM) a regional Edward R. Murrow award in the News Documentary category for its coverage of the Georgia water crisis. This is only one of hundreds of major honors WSB(AM) has received for its news programming during the 60 years Cox has owned the station. WSOC-TV in Charlotte also has provided extensive coverage of the drought, including a half-hour prime time special entitled "Carolina Drought Crisis," which examined the reasons for the drought, its potential long-term impact, and the political and other reasons behind the imposition of water use restrictions.

The news programming provided by Cox's radio and television stations has been recognized by numerous media and community organizations, and Cox stations and news departments have received hundreds of industry and community awards over the years.<sup>9</sup> As just a few examples, in addition to the award for News Documentary described above, WSB(AM) in 2008 received seven other regional Edward R. Murrow awards, including awards for Overall Excellence, Continuing Coverage, Newscast, News Series, and Spot News Reporting. The RTNDA also honored WHIO-TV, Dayton, Ohio earlier this month with awards for the station's Feature Reporting and Investigative Reporting. In 2006, WSB-TV and WSB(AM) both received regional Edward R. Murrow awards for their continuing coverage of a shooting at an Atlanta courthouse. WOKV(AM) and WOKV(FM) in Jacksonville have received more than 60 awards from the Associated Press for local news coverage, including 17 such awards in 2007 and 6 already in 2008. WOKV(AM) also received a 2006 Edward R. Murrow Award for outstanding news documentary for its Hurricane Alert Storm Track coverage in 2005, and the station was

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<sup>9</sup> Attached at Appendix VI is a more extensive, but still far from exhaustive, listing of programming and community service awards received by Cox's stations in recent years.

nominated by *Radio & Record* magazine as one of the outstanding news/talk radio stations in America. KRMG(AM), Tulsa, Oklahoma recently received an award for best local radio news from Urban Tulsa Weekly, Tulsa's independent weekly newspaper.

## **2. Emergency response.**

In addition to their regularly scheduled news programming, Cox's television and radio stations often provide the first source of news and information to local residents when natural disasters and other emergencies strike their communities. Such events challenge broadcasters to deliver the most up-to-date information to their listeners and viewers while themselves having to cope with the impact of the events upon which they are reporting. Cox believes that, as demonstrated by the following examples (of many available), its stations deliver exemplary service in the face of such extreme circumstances.

In 2001, the September 11 attacks on the World Trade Center in New York devastated the communities served by Cox's radio stations in the Stamford/Norwalk, Connecticut market. A large number of residents in those communities commute to New York to work, and many of the stations' listeners, as well as the stations' staff themselves, knew people killed in the attacks. While these events were national in scope, their local impact on these communities was particularly dreadful. Cox's stations responded in exemplary fashion. All four of Cox's stations, including WCTZ(FM), Port Chester, New York, and WFOX(FM), Norwalk, Connecticut, which are normally music stations, went to an all news format to provide listeners the latest information. By utilizing the news gathering and reporting resources of WSTC(AM) and WNLK(AM), Cox's news/talk stations in the market, which share a main studio building with WCTZ(FM) and WFOX(FM), the local staff of the stations were able to deliver the latest news and information to listeners of all four stations as quickly as possible. When WCTZ(FM) and WFOX(FM) returned to a partial schedule of music broadcasts the next week, the stations

continued to utilize the resources of WSTC(AM) and WNLK(AM) to deliver supplemental news programming and to provide coverage of a wide range of local events such as funerals and prayer vigils.

In August 2004, WFTV(TV), Orlando, Florida, provided critical information to the Orlando area regarding the approaching Hurricane Charley, which arrived as part of one of the most severe hurricane seasons on record in Florida. Although the National Weather Service predicted in the days leading up to the storm's impact that it would miss Orlando, WFTV(TV)'s local meteorologist Tom Terry disagreed, and continued to warn the station's viewers that the storm could strike the area. As a result, the station's viewers were prepared when the storm passed directly over Orlando on the evening of August 13 with winds of over 100 miles per hour. WFTV(TV) had preempted all of its regular programming beginning at noon on August 13 and continuing, with a short break in the very late night and early morning hours, until after noon on August 14. Even after returning to regularly scheduled programming, the station continued to provide viewers with regular news updates and special newscasts detailing the storm's impact and aftermath. These special reports provided information on additional safety precautions and issues related to insurance claims, damage reports, and local curfews imposed in the wake of the storm.

When the most severe flooding in over 100 years hit the El Paso, Texas area in 2006, Cox's KFOX-TV responded to bring its viewers the critical information they needed to stay safe. The station broadcast live coverage of the flooding for 18 consecutive hours, despite the fact that the station's studios themselves had begun to flood. KFOX-TV staff worked quickly to move the station's newsroom equipment into a small kitchen and conference room on an upper level of the studio building to allow the station to continue to deliver live coverage of the event,

including follow up stories in the days after the conclusion of the flooding. As soon as the flooding was over, KFOX-TV's staff also went out into the community to help with rebuilding and clean-up. They worked with the Salvation Army to set up donation centers throughout the city and were able to supply food to hundreds of people and help displaced families get back on their feet.

In December 2007, a severe ice storm hit the area around Tulsa, Oklahoma, knocking out power to hundreds of thousands of area residents. KRMG(AM) provided 36 hours of continuous live coverage of the storm before, during, and after its impact to give listeners the latest information on how to prepare for the storm and how to cope with the extended power outages it brought to much of the area. Staff from KRMG(AM) and Cox's other stations in the Tulsa market worked together to travel over 100 miles to pick up firewood which they then distributed free to Tulsa-area residents to help them stay warm until power was restored. The stations all worked together to tell residents where to get this firewood and to provide other information on recovering from the storm. In October 2006, Cox's radio stations in Hawaii similarly worked together to provide information to listeners after a strong earthquake rocked the state. Immediately after the quake hit, the stations provided simulcast programming to deliver information on power outages and road closures. After the earthquake, the stations continued to cover the controversy that arose regarding the length of time it took to restore power.

To ensure that their listeners and viewers receive the best possible service in the event of an emergency, some of Cox's stations have taken innovative steps to increase communication with local emergency management agencies. In the Tampa, Florida market, for example, WWRM(FM), Tampa and WPOI(FM), St. Petersburg, have established permanent studios in the Hillsborough County Emergency Operations Center ("EOC"), as well as a microwave link

between the EOC and the stations' transmitters which allows the stations to broadcast live from the EOC in the event of a major emergency such as a hurricane. WWRM(FM), which is an LP2 station for the Emergency Alert System Tampa Operational Area, has also installed EAS equipment at the Hillsborough EOC to allow it to originate EAS alerts from that location. WHPT(FM), Sarasota, Florida has established a similar arrangement with the Sarasota County EOC, and has been asked by Manatee County Emergency Management to set up an operation in their new EOC.

Although Cox never wants its stations to have to face disasters, it is extraordinarily proud of its stations' response to such events when they do occur. By having local staffs who are involved on a day-to-day basis in their local communities, Cox's stations can deliver information on such events in a manner that national distribution chains cannot rival. These events provide some of the best, but certainly not the only, examples of the service Cox television and radio stations have provided to their local communities in recent years.

### **3. Political programming and election coverage.**

Cox television and radio stations also provide a primary source of information to their local communities regarding local and national political issues. Throughout this proceeding, the Commission and many commenters, Cox included, have recognized the importance of political programming and coverage by local stations.<sup>10</sup> Some commenters, however, have criticized local broadcasters for failing to broadcast sufficient coverage of political issues.<sup>11</sup> Cox believes that these criticisms are misplaced. Broadcasters such as Cox provide extensive coverage and

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<sup>10</sup> See *Notice* at § III(C); Reply Comments of Cox Broadcasting, Inc. (Jan. 3, 2005) at 9-12.

<sup>11</sup> See, e.g., *Notice* at ¶ 62, citing Comments of Consumers Federation of America and Consumers Union (Nov. 1, 2004) at 1.



analysis of political issues, including providing free air time to candidates in some races, covering elections in local newscasts, and broadcasting and hosting debates and town hall forums.

In the lead up to the November 2006 elections, for example, Cox television and radio stations provided significant free air time to local candidates to allow them to get their messages to voters in advance of the election. Many Cox stations, including WSB-TV, Atlanta, Georgia, KIRO-TV, Seattle, Washington, KTVU(TV), Oakland, California, WSOC-TV, Charlotte, North Carolina, WAXN-TV, Kannapolis, North Carolina, and others allowed local candidates for various offices to come to their studios and record five-minute statements to present their campaign objectives to voters free of charge. In Atlanta, nearly 50 candidates responded and were videotaped. Cox staff at the local stations compiled these statements into special programs of varying duration.<sup>12</sup> WSOC-TV and WAXN-TV integrated these specials into the stations' comprehensive "Candidate Access 2006" program, which provided expanded news coverage of all races affecting the stations' viewers. The stations conducted profile interviews of gubernatorial and congressional candidates and broadcast those interviews during both stations' nightly newscasts along with in-depth analysis of election issues and voter initiatives. To help ensure that as many of the stations' viewers as possible participated in the elections, WSOC-TV and WAXN-TV also aired an extensive public service campaign reminding viewers of the upcoming elections and providing information on voter registration and the electoral process. The stations also provided additional information on their websites.

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<sup>12</sup> KIRO-TV, for example, broadcast a 90-minute special, while WSOC-TV and WAXN-TV broadcast two 30-minute programs.

Prior to the recent South Carolina presidential primary, WJMZ-FM, Anderson, South Carolina conducted and broadcast interviews with Barack Obama, Hillary Clinton, and John Edwards. The station also is scheduled to host and broadcast an NAACP candidate forum on May 31, 2008. WJMZ-FM and WHZT(FM), Seneca, South Carolina are also airing an extensive non-partisan “register, get informed, and vote” PSA campaign featuring city council, county council, and state senate members urging residents to vote. WHIO(AM), Dayton, Ohio, and WHIO-FM, Piqua, Ohio, broadcast multiple debates between the candidates in the recent Ohio presidential primaries, and for many years have hosted half-hour interviews with local candidates on the weekends before local elections. WDBO(AM), Orlando, Florida, hosted town hall meetings prior to the 2004 elections at which candidates were able to interact directly with local residents. The station also broadcast these meetings to provide information regarding candidates’ responses to listeners who could not attend the meetings. WDBO(AM) also invites local candidates to be interviewed for one hour each prior to local elections, with these interviews broadcast during a local news/talk program which airs at 9:00 am and 6:00 pm weekdays and 2:00 pm Sundays.

In October 2006, WJAC-TV, Johnstown, Pennsylvania hosted and broadcast a one-hour debate between the candidates for Pennsylvania’s United States Senate seat. In March 2008 the station hosted three town hall meetings for local residents to meet candidates for the Pennsylvania House of Representatives. KTVU(TV) broadcast a California gubernatorial debate in October 2006 as well as live town hall meetings related to both that election and to California’s contentious 2003 gubernatorial recall election. One of KIRO-TV, Seattle, Washington’s local reporters researched and produced a half-hour special report on that state’s United States Senate race in October 2006.

As these examples demonstrate, Cox's stations provide exceptional coverage of major elections affecting their communities, giving viewers and listeners the information they need to make informed decisions and participate in the electoral process. Political issues are important year-round, however, and Cox's stations provide important political coverage even when major elections are not occurring. Many of Cox's radio stations interview local elected officials on a regular basis or provide air time for those officials to broadcast regular updates on important local issues. The Governor of Hawaii, for example, broadcasts a weekly address on Cox's Hawaii radio stations, and the Mayor of Honolulu airs a "weekly minute" on the stations in which he addresses pressing issues in the city. Louisville Mayor Jerry Abramson calls in to Cox's WRKA(FM) and WVEZ(FM), St. Matthews, Kentucky every Monday to discuss important government topics. In the past year, Cox's radio stations in the Jacksonville, Florida market have interviewed Jacksonville's Mayor and Sheriff and the Governor of Florida on local issues such as crime, school funding, property taxes, and how to deal with growth in the communities served by the stations. In advance of a January 29, 2008 special vote on a proposed property tax reduction, WOKV(AM) and WOKV-FM provided substantial coverage of both sides of the debate, culminating in a special series broadcast on the stations in the week before the vote.

#### **4. "Public Affairs" programming.**

The Commission also seeks comment on whether it should require station licensees to broadcast specific amounts of programming in a number of areas, including news, political, and "public affairs" programming.<sup>13</sup> As the examples below demonstrate, many Cox radio and television stations do broadcast, as supplements and complements to the extensive public affairs

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<sup>13</sup> See Notice at ¶ 40, 124.

coverage provided in their newscasts, additional regularly scheduled programs providing in-depth coverage of many important local issues that Cox considers to be “public affairs” programming under any definition.<sup>14</sup>

WSB-FM, Atlanta, Georgia, for example, produces and broadcasts three hours per week of public affairs programs, including the programs *The Heart of Atlanta*, which deals with humanitarian efforts in the city; *Perspectives*, which deals with issues of particular importance to minority groups; *Business in the Black*, addressing minority business issues; *Parenting Solutions*, addressing family and parenting issues; and *Change Your Mind, Change Your Life*, which deals with various types of addiction and recovery. In addition to these thirty-minute and one-hour programs, WSB-FM also broadcasts one-minute segments titled *A Minute’s Worth*, which briefly address local issues and topics of general interest. In Hawaii, Cox’s radio stations each broadcast at least 30 minutes per week of public affairs programming. KRTR(AM), Honolulu, KRTR-FM, Kailua, and KPHW(FM), Kaneohe, each broadcast a weekly sixty-minute program produced by local non-profit groups in conjunction with ‘Olelo, a local community access television station. KKNE(AM), Waipahu, produces and broadcasts a weekly sixty-minute program entitled *Na Oiwi Olino Hour*. Guests on this program have included State Representative Mark Takai, the Deputy Administrator of the Office of Hawaiian Affairs, and a former Justice of the Hawaii Supreme Court.

KIRO-TV produces and broadcasts the program *In Color*, which examines diversity issues in the Pacific Northwest. This program, which airs quarterly, has received an Emmy Award from the Northwest Chapter of the Academy of Television Arts & Sciences. Between

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<sup>14</sup> Attached at Appendix VII is a list of “public affairs” programs broadcast by many Cox radio and television stations.

December 2005 and December 2006, WSOC-TV in Charlotte broadcast a special public affairs series titled *24 Hours for Children*. Programs in this series addressed in depth the issues and problems facing children in the Charlotte area, including violence, on-line predators, poverty, and mental illness. The National Mental Health Association selected the installment of the program addressing how local children and families live with mental illness as recipient of a Media Award in its Local TV category.

WFTV-TV and WRDQ-TV in Orlando participate in a comprehensive public affairs and public service program called *9 Family Connection*. As part of this program, the stations have developed “I am the One,” a campaign focused on generating awareness of the problems of at-risk youth in the Orlando area and mobilizing local residents to volunteer their time, talent, and resources to address these problems. The stations have produced and broadcast nine *9 Family Connection* segments during the past two years, three of which have been part of the “I am the One” campaign. The *9 Family Connection* program is far more than a public affairs program, however; it is a comprehensive community initiative designed to empower viewers and assist service agencies throughout the stations’ viewing areas. As part of the program, Cox works with local businesses and community organizations to sponsor charity and cultural events and a wide range of related efforts. Included in Appendix II to these Comments are examples of some of the *9 Family Connection* events in which WFTV-TV and WRDQ-TV have participated in recent years.

## **5. Local sports and entertainment programming.**

In addition to their local news reporting, political coverage, and public affairs programs, Cox’s local radio and television stations also provide extensive amounts of local entertainment and sports programming. WSOC-TV in Charlotte, for example, is in its fifth year of production of *Gimme the Mike! Charlotte*, a locally-produced and broadcast singing competition. Each

season, this program features local residents competing to find Charlotte's best singers. This season of *Gimme the Mike! Charlotte* will include six thirty-minute pre-recorded episodes and one sixty-minute live finale. Many of Cox's television stations also provide extensive coverage of local sports at the high school, college, minor league, and major league levels. KIRO-TV and WJAC-TV, for example, broadcast extended Friday night sportscasts in the fall to bring viewers the latest high school football scores and highlights, and WJAC-TV aired a three-hour broadcast of the 2006 Pennsylvania state high school football championship. KRMG(AM), Tulsa, Oklahoma, broadcasts live all of the varsity football games of local Union High School, using a crew of about eight station staff for each game. KRMG(AM) is also the flagship station for the University of Tulsa's men's football and basketball teams, broadcasting all of the teams' games as well as frequent interviews with the teams' head coaches. WBHJ(FM), Midfield, Alabama broadcasts the "Magic City Classic" football game between Alabama State University and Alabama A&M live each year. This game is considered by many to be the most significant football game of the year between historically black colleges. Cox's radio stations in San Antonio air live game broadcasts from local high school football games and from the San Antonio Missions, the city's minor league baseball team. Cox's radio stations in Dayton, Ohio broadcast football and men's and women's basketball games from the University of Dayton. WDBO(AM), Orlando, is the flagship station of the National Basketball Association's Orlando Magic.

Through their extensive locally produced news, emergency, political, public affairs, sports, and entertainment programming, Cox's local stations admirably serve the needs and interests of their local viewers and listeners. Moreover, while Cox is proud of the local service

its stations provide, it recognizes that it is not alone among broadcasters in providing a wide range of locally-responsive programming.

**C. THE RECORD DEMONSTRATES THAT BROADCASTERS DETERMINE AND RESPOND TO COMMUNITY NEEDS.**

In contrast to the extensive examples of locally-responsive programming and community involvement by licensees that Cox and other broadcasters have submitted in this proceeding and which the Commission cites in the *Notice*, no reference is made in the *Notice* to any specific examples of failures by any licensee to respond to the needs and interests of its community. As these Comments and the Reply Comments Cox filed earlier in this proceeding show, the examples of locally-responsive programming cited in the *Notice* represent only a miniscule fraction of the efforts broadcasters make on a daily basis to interact with and serve their local communities.<sup>15</sup> But in contrast to the specific examples provided by broadcasters detailing their public service, the *Notice* does no more than note that some commenters have expressed a belief that broadcasters need to make additional efforts, and lists a few of the suggested proposals submitted by these commenters.<sup>16</sup> Nowhere in the *Notice*, however, does the Commission discuss any specific examples of failed local responsiveness to counterbalance the extensive record evidence indicating that licensees are serving their communities admirably.

Indeed, the primary concern that the *Notice* appears to express is that members of the public may be unaware of licensees' obligations under the FCC's rules and policies and the procedures encouraging public input to the licensing process.<sup>17</sup> Cox supports and encourages the Commission's proposed revisions to its publication *The Public and Broadcasting* and the

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<sup>15</sup> *Notice* at ¶ 13.

<sup>16</sup> *Id.* at ¶ 14.

<sup>17</sup> *Id.* at ¶ 15.

creation of a dedicated contact point at the Commission as reasonable solutions to address this concern and to ensure that information is available to the public regarding broadcasters' regulatory obligations.<sup>18</sup> In the absence of a showing that broadcasters have failed, either individually or as an industry, to address the needs and interests of their communities, however, the re-regulatory proposals included in the *Notice* amount to government efforts designed to solve a problem that does not exist.

Not only does the record in this proceeding demonstrate that broadcasters serve their local communities extremely well, but such local service and focus is to be expected in an information and entertainment marketplace characterized by increasing competition. In recent years, new options such as cable television, satellite radio and television, the Internet, home video and DVD players, personal audio and video devices such as iPods, and video and audio delivery to cellular phone and other handheld devices have provided a universe of new alternatives to viewers and listeners who once relied primarily on local television and radio broadcast stations for news, information, and entertainment. Local broadcasters continue, however, to have one significant advantage over most of these new competitors -- they provide some of the only sources of information that is truly local. To compete against the increasing number and variety of national and international content providers, broadcasters will continue to focus on their local communities, striving to better ascertain and respond to the needs and interests of those communities in ways that their competitors do not.

No additional regulation is required to encourage broadcasters to undertake these efforts. Their desire to succeed as businesses will drive them to provide this local focus. While

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<sup>18</sup> *Id.* at ¶¶ 17-19.



economic forces will drive broadcasters to provide exceptional local service, the individual needs of the communities that broadcasters serve will necessarily determine the nature of that service.

Importantly, the most effective ways to ascertain and respond to the needs and interests of local residents will clearly differ for a television station in Seattle, Washington and a radio station in Midfield, Alabama. Licensees in each market not only must determine the specific needs and interests of the residents of that market, but must also assess the programming and efforts of other stations in those markets to satisfy those needs. By doing this in the manner most appropriate to the specific local characteristics of the market, stations can remain competitive while ensuring that the needs of various segments of the community do not go unmet. As explained in more detail below, the Commission's proposed one-size-fits-all regulations will intrude without any justification into the business and journalistic decisions of licensees and increase their operating expenses, to the detriment of the very public they are licensed to serve. Rather than additional regulatory prescriptions, broadcasters need flexibility in order to better serve the needs of the extraordinarily diverse communities that make up the United States.

## **II. CONGRESSIONAL POLICY REQUIRES REDUCED FCC BROADCAST REGULATION.**

The rule changes proposed in the *Notice* regarding the institution of "community advisory boards," location of main studios, renewal processing guidelines, and service to underserved communities constitute significant, burdensome, and unnecessary re-regulation of Commission licensees. As detailed more fully below, each of these proposals represents a dramatic change of course in Commission policy and accordingly requires clear and compelling evidentiary support -- support which is entirely lacking in the record in this proceeding.

It is well established that while the Commission may reconsider its policy decisions, it cannot do so casually.<sup>19</sup> Rather, the Commission must first build a factual record providing clear and compelling evidence of a problem and then must provide a detailed and persuasive explanation demonstrating how this evidence compels adoption of its proposed change in policy.<sup>20</sup> Imposition of re-regulation here would require that the Commission conclude that problems it found not to exist many years ago have reappeared, and that solutions it long ago found ineffective are now somehow required. Not only does the absence from the record in this proceeding of any evidence of a “localism problem” show that any such conclusions would be arbitrary and capricious, but the significantly increased competition faced by broadcasters since the Commission adopted its existing policies reinforces the conclusion that re-regulation is entirely unnecessary and unjustified. Although the Commission is afforded discretion to formulate a reasoned solution to address a clear problem, before exercising this discretion, it must compile a record clearly documenting the extent of the problem.

In repealing its formal ascertainment and programming requirements more than 20 years ago, the Commission reached a well-reasoned conclusion, supported by record evidence, that such requirements did nothing to ensure that licensees effectively identified and responded to the needs and interests of their communities.<sup>21</sup> Importantly, the Commission concluded that

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<sup>19</sup> See, e.g., *Motor Vehicle Mfr. Ass’n v. State Farm Mut. Auto Ins. Co.*, 463 U.S. 29, 57 (1983); *Greater Boston Int’l Television Corp. v. FCC*, 444 F.2d 841, 852 (D.C. Cir. 1970) (holding that the Commission must provide “reasoned analysis indicating that prior policies and standards are being deliberately changed, not casually ignored.”).

<sup>20</sup> See *Fox Television Stations, Inc. v. FCC*, 280 F.3d 1027, 1044-45 (D.C. Cir. 2002) (“The Commission may, of course, change its mind but it must explain why it is reasonable to do so.”); *United Mun. Distrib’g Group v. FERC*, 732 F.2d 202, 210 (D.C. Cir. 1984) (“It is, of course, elementary that an agency must conform to its prior practice and decisions or explain the reason for its departure from such precedent.”).

<sup>21</sup> *1984 TV Deregulation; 1981 Radio Deregulation*.

increasing competition both within the broadcast industry and from other services such as cable television would provide licensees with sufficient incentive to continue to provide locally-responsive programming.<sup>22</sup> The Commission similarly concluded in 1987 and again in 1998 that the location of a licensee's main studio within its community of license did not advance the goals of localism.<sup>23</sup> As Cox and other commenters have amply demonstrated in this proceeding, the validity of these conclusions has been proven in the years since the Commission repealed those regulations.

For the Commission to now re-introduce a long-abandoned regulatory scheme to solve a non-existent problem is both arbitrary and capricious. On multiple occasions, the Court of Appeals for the D.C. Circuit has held that the Commission may not retain a formerly reasonable regulation when the problem that regulation was designed to solve is shown to no longer exist.<sup>24</sup> The Commission took significant and well-founded deregulatory steps in 1981, 1984, 1987, and 1998. Turning back years later is not in the public interest.

Re-regulation of broadcast licensees as proposed in the *Notice* would also run counter to the clear intent of Congress as set forth in the Telecommunications Act of 1996.<sup>25</sup> The 1996 Act

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<sup>22</sup> See 1984 *TV Deregulation*, 98 FCC 2d at ¶¶ 7-8, 20-23; 1981 *Radio Deregulation*, 98 FCC 2d at ¶ 26.

<sup>23</sup> *Amendment of Sections 73.1125 and 73.1130 of the Commission's Rules, the Main Studio and Program Origination Rules for Radio and Television Broadcast Stations, Report and Order*, 2 FCC Rcd 3215, ¶ 46 (1987) ("1987 Main Studio Order"), *recon. denied in part, granted in part*, 3 FCC Rcd 5024 (1988); *Review of the Commission's Rules Regarding the Main Studio and Local Public Inspection File of Broadcast Television and Radio Stations, Report and Order*, 13 FCC Rcd 15691 (1998) ("1998 Main Studio Order").

<sup>24</sup> *Home Box Office, Inc. v. FCC*, 567 F.2d 9, 36 (D.C. Cir. 1977), *cert. denied*, 434 U.S. 829 (1977). See also, *Geller v. FCC*, F.2d 973, 980 (D.C. Cir. 1979) ("Even a statute depending for its validity upon a premise extant at the time of enactment may become invalid if subsequently that predicate disappears.").

<sup>25</sup> Pub. L. No. 104-104, 110 Stat. 56 (1996) (the "1996 Act").

recognized that increased competition in the provision of communications services would serve the interests of American consumers. It also determined that the Commission, to encourage such competition, should reduce unnecessary regulation in a number of areas. Indeed, the official title of the 1996 Act identifies it as an Act “to promote competition and reduce regulation.”<sup>26</sup>

The legislative history of the 1996 Act echoes this deregulatory purpose. Congress believed that the rules then governing the broadcast industry were “archaic [and] better suited [to] the 1950’s than the 1990’s.”<sup>27</sup> It found that to ensure that broadcasters remained able to compete, “Congress and the Commission must reform Federal policy and the current regulatory framework to reflect the new marketplace realities.”<sup>28</sup> Since that time, “marketplace realities” demonstrate increased competition, including competition from unregulated sources. As FCC Commissioner McDowell observed earlier this month:

If market incentives were sufficient to motivate broadcasters to stay in touch with their communities, today’s much-more competitive market will certainly drive stations to respond to local interests. Localism is the market advantage that broadcast stations have over other programming competitors. Although the [*Notice*] falls short of reinstating the ascertainment procedures, why is the Commission going back in time to dig up regulations that only made sense in a broadcast-dominated media market? Doesn’t Section 202(h) of the Act compel us to move in a de-regulatory direction as competition grows?<sup>29</sup>

The rules proposed in the *Notice*, however, take exactly the opposite approach from that set forth by Congress in 1996. The proposed rules would increase the burdens placed on broadcasters by re-imposing many regulations the Commission has previously determined, based on reasoned

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<sup>26</sup> *Id.*

<sup>27</sup> S. Rep. No. 104-23, at 64 (1995) (Statement of Sen. Burns).

<sup>28</sup> H.R. Rep. No. 104-204, at 55 (1995).

<sup>29</sup> Keynote Address of FCC Commissioner Robert M. McDowell at the 2008 Quello Communications Law and Policy Symposium (April 23, 2008), *available at* [http://hraunfoss.fcc.gov/edocs\\_public/attachmatch/DOC-281772A1.pdf](http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-281772A1.pdf).

decision-making, are unnecessary and contrary to the public interest. Particularly at a time when broadcasters face extraordinary and ever-increasing competition from new unregulated and lightly regulated industries, a compelling justification is required to support imposition of additional regulatory burdens. As demonstrated by these Comments and the record in this proceeding, that evidence does not exist.

### **III. THE COMMISSION’S PROPOSED “COMMUNITY ADVISORY BOARD” REQUIREMENT IS UNECESSARY AND COUNTERPRODUCTIVE TO LOCALISM.**

The Commission in the *Notice* proposes to adopt a requirement that all broadcasters “convene a permanent advisory board made up of officials and other leaders from the service area of its broadcast station,” and the *Notice* requests comment on whether such boards would be effective in alerting licensees to local issues, how such boards should be structured and composed, how frequently they should be required to meet, and whether licensees who have formal groups in place already should be deemed to have satisfied this requirement.<sup>30</sup> The proposed “community advisory board” requirement represents a clearly re-regulatory step. Although the *Notice* claims that reinstatement of the Commission’s former ascertainment procedures would not be justified, the proposed advisory board requirement essentially would constitute just such a reinstatement. Indeed, the *Notice* even asks whether stations should be required to apply categories included in the abandoned formal ascertainment requirements in determining the members of their advisory boards.<sup>31</sup> While community advisory boards could be *an* effective means of ascertainment for some stations, requiring all broadcasters to use this

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<sup>30</sup> *Notice* at ¶ 26.

<sup>31</sup> *Id.* at ¶ 26, n. 50.

particular method of ascertainment would not serve the public interest, and accordingly the Commission must not adopt this requirement.

In eliminating its ascertainment requirements for radio and television stations in 1981 and 1984, respectively, the Commission recognized that such requirements were unnecessary and that the administrative burdens of formal ascertainment far outweighed its benefits.<sup>32</sup> The Commission in those cases noted that ascertainment was never intended to be an end in and of itself.<sup>33</sup> Rather, it was designed as a “tool to be used as an aid in the provision of programming responsive to the needs and problems of the community.”<sup>34</sup> In 1981 and 1984, the Commission determined that this “tool” had outlived its usefulness, concluding that there was no evidence that formal ascertainment requirements positively influenced the programming decisions of licensees. As the Commission noted:

Ascertainment procedures were never intended to be an end in themselves. Rather, these procedures were intended as a means of ensuring that licensees actively discovered the problems, needs, and issues faced by their communities, thereby positively influencing the programming performance of stations by affecting the process of program decision-making. Yet, we have no evidence that these procedures have had such an effect. [] Moreover, we believe that licensees become and remain aware of the important issues and interests in their communities for reasons wholly independent of ascertainment requirements, and that our existing procedures are, therefore, neither necessary nor, in view of their significant costs, appropriate.<sup>35</sup>

Nothing in the record in this proceeding provides any scrap of evidence to suggest that additional

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<sup>32</sup> See *1984 TV Deregulation*, 98 FCC 2d at ¶¶ 47-54; *1981 Radio Deregulation*, 84 FCC 2d at ¶¶ 56-73

<sup>33</sup> *1984 TV Deregulation*, 98 FCC 2d at ¶ 48; *1981 Radio Deregulation*, 84 FCC 2d at ¶ 56.

<sup>34</sup> *1981 Radio Deregulation*, 84 FCC 2d at ¶ 57. See also, *1984 TV Deregulation*, 98 FC 2d at ¶ 54 (“If the programming presented by the licensee satisfies its obligation, the ascertainment efforts of the station are irrelevant.”).

<sup>35</sup> *1984 TV Deregulation*, 98 FCC 2d at ¶ 48 (internal citations omitted).

ascertainment procedures are now necessary or appropriate, or that Commission-mandated “community advisory boards” would lead in any way to improved local programming or service. Nor does the evidence suggest that the repeal of the Commission’s former ascertainment requirements has had any negative effect on local programming. The Commission’s sheer conjecture that community advisory boards would now have a positive effect on programming cannot substitute for the “reasoned analysis” required under the Administrative Procedure Act and the appellate precedent discussed above.<sup>36</sup> To satisfy that standard, the Commission must base its decision on actual record evidence. The record in this proceeding, however, demonstrates that, if left to their own devices, licensees respond exceptionally well to the needs and interests of their communities, which they ascertain in an any number of ways.

Cox’s radio and television stations serve as an excellent illustration of the principle that a variety of ascertainment methods, both formal and informal, are effective in determining the issues of concern to the communities they serve. KTVU(TV), Oakland, California, for example, participates in meetings of the Bay Area Public Affairs Directors each month at which four to six community leaders are invited to discuss issues of concern. WSOC-TV and WAXN-TV convene regular Community Leader Lunches to discuss issues with community representatives, and KIRO-TV participates in regular meetings with up to five community leaders to discuss the issues their organizations face. Even stations participating in such regular meetings, however, may not utilize a pre-determined “board” of community leaders, but rather meet with representatives of various organizations at each meeting to ensure that they hear from a range of different voices from throughout their community. Any requirement that licensees meet with a

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<sup>36</sup> *Supra*, § II; e.g., *Greater Boston*, 444 F.2d at 852.

mandated and static selection of groups or representatives would curtail their ability to hear from a wider range of groups from throughout the community.

Moreover, many licensees have determined that the most efficient means to identify the needs and interests of their communities may not entail regular meetings. As detailed above, Cox's stations throughout the country use a wide range of ascertainment methods, including: serving on the boards of community organizations; working with organizations on charity events and public service campaigns; holding informal meetings with community leaders; conducting interviews, both scheduled and unscheduled, with elected officials and other members of their communities; and soliciting viewer and listener input on call-in shows. Many stations now also receive input from listeners and viewers via their websites, which allow any member of the community to comment on the station's programming at any time. Any formal advisory board requirement would impose significant administrative burdens on licensees, which would detract from their ability to engage in these types of locally-tailored ascertainment. Indeed, in 1984, the Commission recognized that "to the extent the licensee is compelled to follow specific procedures, resources are diverted and the opportunity for licensee discretion is foreclosed."<sup>37</sup> Nothing in the record of this proceeding suggests that this conclusion is any less true today or that relying on "licensee discretion" for the last 25 years has in any way harmed the public interest.

Not only would a community advisory board requirement limit licensees' discretion to most effectively ascertain the interests and concerns of their communities, but it also would impose burdens on community leaders that would almost certainly lead to less interaction

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<sup>37</sup> *1984 TV Deregulation*, 98 FCC 2d at ¶ 53.



between these leaders and station staff. As detailed in Section I(A) above, many Cox radio stations conduct on-air interviews with various community leaders and a number of stations broadcast programs hosted by such leaders. For elected officials and community organization leaders with already very tight schedules, the additional time constraints of attendance at an advisory board meeting would lead to less time available to participate in these types of interviews or in other activities that licensees have developed in their local markets. Such time constraints are likely to be compounded if every licensee in a community is required to establish its own advisory board, which would compete for the already scarce time of community leaders. Simply scheduling advisory board meetings would take a significant amount of time for station staff, time which Cox believes that staff could better spend interacting with members of the stations' communities in the myriad ways its stations have devised in its local markets. To allow stations the continued flexibility to effectively ascertain and respond to the needs and interests of their communities, the Commission must not adopt any further ascertainment requirements.

#### **IV. THE COMMISSION SHOULD NOT MODIFY ITS EXISTING MAIN STUDIO RULE.**

The *Notice* proposes revising the Commission's main studio location rule to require that stations locate their main studios in their communities of license and asks for comment on whether such a proposal would lead to increased locally-originated programming and interaction between the station and the public. Cox believes that adoption of any rule requiring that licensees maintain their main studios in their communities of license could require the relocation of thousands of studios, would impose very significant costs on station owners and members of their communities, and would in many cases harm stations' ability to respond to the needs and interests of their communities. Such a requirement would produce no measurable public interest benefits, would damage localism, and should not be adopted.

When the Commission relaxed its main studio rule in 1987, it concluded that the rule was unnecessary to further the Commission's goal of encouraging local responsiveness and accessibility.<sup>38</sup> The Commission recognized that (i) coverage of local issues did not require the local production of programming and (ii) technology and the nature of the marketplace had made the physical location of the main studio far less important to the goals of localism.<sup>39</sup> In 1998, the Commission further relaxed the main studio rule, finding no evidence in the intervening 11 years to suggest that location of main studios outside of broadcasters' communities of license had had a negative impact on locally responsive programming or accessibility.<sup>40</sup> The Commission in 1998 also recognized that the 1996 Act's instruction to the Commission to lessen the burdens on licensees warranted relaxation of the main studio location rule, particularly in light of the Act's relaxation of the radio multiple ownership rules.<sup>41</sup> This relaxation would allow licensees with multiple stations in a given area to combine the resources of those stations, which would allow them to better serve the public.<sup>42</sup>

As Cox's example in particular demonstrates, the rule changes adopted in 1987 and 1998 indeed have allowed licensees to create far more efficient operations and provide improved public service. With multiple radio and television stations housed in a single location, owners can reduce operating expenses. Profitable stations are more likely to be in the position to air

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<sup>38</sup> *1987 Main Studio Order*, 2 FCC Rcd at ¶ 46. (“[W]e believe that our underlying goals will not be affected by permitting stations to locate their studios outside their communities... In addition, our action preserves the accessibility of the public inspection file and does not alter the ability of residents to communicate with station management and staff.”).

<sup>39</sup> *Id.* at ¶ 31 (“We therefore no longer believe that main studio facilities within the political boundaries of the community of license necessarily promote responsive programming.”).

<sup>40</sup> *1998 Main Studio Order*.

<sup>41</sup> *Id.* at ¶ 4.

<sup>42</sup> *Id.* at ¶ 7.

locally-produced and responsive programming. Co-location of multiple stations encourages cross-pollination of programming ideas among stations. A music-format station and its listeners, for example, can benefit from the newsgathering and reporting capabilities of a co-located news/talk format station in the event of an emergency. Co-location also allows residents of a community to interact with the stations serving that community far more efficiently, leading to more responsive programming. Revision of the main studio rule as proposed in the *Notice* would sacrifice the significant public interest benefits licensees and their communities have gained in the last 20 years, would impose substantial new costs on licensees, and would achieve no counterbalancing public interest gains. Clear and unambiguous appellate precedent requires that to justify such a radical change in policy, the Commission must have compelling evidence that its adjusted course is necessary to solve a real problem.<sup>43</sup> The record in this proceeding does not in any way demonstrate either that a problem exists or that the Commission's proposed "solution" would even address such a problem. Adoption of any revision to the main studio location rule would therefore be arbitrary and capricious.

**A. THE PROPOSED MAIN STUDIO RULE WOULD HARM LISTENERS AND VIEWERS.**

In many of its markets, Cox operates multiple stations licensed to different communities from a single location. Cox and the communities it serves benefit from this arrangement. In many of its radio markets, Cox is able to schedule on-air interviews for broadcast on multiple stations during a single visit by a local community leader. Not only does this save time for the stations' guests, but it is particularly important where the Cox stations in a market serve different audiences or provide programming in different formats. In the Orlando market, for example,

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<sup>43</sup> *Supra*, § II.

community leaders and other guests will frequently visit for a lengthy interview on WDBO(AM), which is a news/talk format station. During these visits, these individuals can also participate in a shorter interview on WPYO(FM), Maitland, Florida, which broadcasts in a CHR/Rhythmic/Dance format. Many of these community leaders would not have time to make a separate visit to a standalone studio for WPYO(FM) located in Maitland, Florida for a brief interview or meeting. Visitors who come to Cox's studios in Dayton, Ohio to record segments for WHIO-TV's public affairs program *WHIO-TV Reports* often proceed to interviews for broadcast on Cox's Dayton-area radio stations which are located in the same building, and vice versa. In many cases, these individuals simply would not have the time to make separate trips for interviews at two locations. In Miami, Cox operates four stations targeted towards diverse audiences (one targeted primarily to a Hispanic male audience, one targeted to a Hispanic female audience, and two targeted towards primarily African-American audiences). By being located in the same building, the staff of these stations are able to learn about the common needs and interests of their listening audiences and how those needs and interests may differ. They are then able to work together to better address the needs of the entire community. If the Commission adopts its proposed revision to the main studio rule, Cox stations in these markets and many others would be required to move their studios, in the process losing access to the staff and guests of Cox's other stations in the markets.

Shared main studios also help Cox's stations provide the best possible service to their communities in the event of natural disasters or other emergencies benefits that would be lost under the FCC's proposed rule. In Hawaii, for example, a single telephone call now allows civil defense and emergency management agencies to get their message out over six radio stations, reaching the diverse audiences of those stations as quickly and effectively as possible. Under the

revised main studio rule proposed in the *Notice*, Cox would have to maintain four separate main studios in Hawaii, leading to delays and inefficiencies in reaching the stations' listeners in the event of emergency. The combined studio locations of these and other Cox stations also allow them to combine resources in the event of emergency to better serve their audiences. In the Jacksonville market, for example, when severe weather or disasters strike, listeners of all of Cox's stations benefit from the reporting and newsgathering abilities of WOKV(AM), Jacksonville, and WOKV-FM, Ponte Vedra Beach, Cox's news/talk format stations in the market. WOKV(AM) and WOKV-FM are currently the only stations in the Jacksonville market with a dedicated setup at the Duval County EOC, from which they can relay information in the event of emergencies to the combined studios of all six of Cox's stations in the market, allowing the other stations, which do not regularly focus on news, to provide their listeners with the latest critical information. This arrangement proved particularly important in the summer of 2004, when four hurricanes battered the area and WOKV(AM) and WOKV-FM were able both to provide information to Cox's other stations in the market and to utilize the staff of those stations to enhance the depth and impact of the coverage provided by all stations.

**B. THE PROPOSED MAIN STUDIO RULE WOULD IMPOSE VERY SUBSTANTIAL FINANCIAL COSTS ON LICENSEES AND SEVERELY AFFECT THEIR ABILITY TO SERVE THEIR COMMUNITIES.**

If the Commission were to require all licensees to locate their studios only in their communities of license (without grandfathering existing multi-station locations), thousands of radio and television stations would be forced to abandon existing facilities and construct entirely new studios. This construction would place extremely costly and entirely unnecessary burdens on licensees and on the environment. Licensees would need to buy or lease new space to establish studios and would need to construct and license new studio-transmitter links and other auxiliary equipment, in many cases all while continuing to pay rent on existing studio space for

which they may have entered long-term leases or other arrangements. In markets such as the Cox markets discussed above where licensees currently operate stations licensed to different neighboring communities from a single studio, costs would expand exponentially as operators would need to maintain two or more studios at once. In the Birmingham, Alabama market, for example, Cox would be required to build five new studios at an estimated cost of \$500,000 to \$750,000 each, not including land acquisition or leasing costs, additional staffing costs, and other ongoing expenses required to operate those studios. Particularly during a time of increased competition and declining revenue growth in the radio industry, such costs likely would force some stations to severely reduce programming costs or go off-air entirely. Local programming is almost certain to suffer, as it is almost always the most expensive programming for licensees to produce and the least revenue productive.

In addition to the financial costs imposed on licensees, the main studio rule revision proposed in the *Notice* would also have a major environmental impact. Many licensees would need to construct and maintain entirely new studios in addition to their existing studios, operating two or more studios where only one is currently required. To link these studios to existing facilities, licensees would need to apply for new auxiliary authorizations, and in some cases may need to construct new towers. In all such cases, licensees would be required to use additional energy to heat, light, and otherwise power additional studios and equipment. Staff of the local stations would also need to travel between communities to work together to serve their communities. Under the National Environmental Protection Act (“NEPA”), the Commission must consider these environmental costs.

NEPA normally requires that an administrative agency prepare a detailed statement setting forth its evaluation of the environmental impact of its proposals or explaining how those

proposals are not likely to have a significant environmental impact.<sup>44</sup> Although the United States Court of Appeals for the Second Circuit has held that “functional compliance” with NEPA is sufficient in the context of a rulemaking, such “functional compliance” still requires that the Commission address the environmental impact of its proposals in its decisions and “consult with and obtain the comments of any Federal agency which has jurisdiction by law or special expertise with respect to [the] environmental impact involved.”<sup>45</sup> While formal preparation of the specific documents normally required under NEPA may not be required to achieve “functional compliance,” the Commission’s decisions in a rulemaking proceeding with a potentially significant impact on the environment must incorporate the substance of those documents.<sup>46</sup>

As detailed above, the Commission’s proposed revision to its main studio rule is likely to have a significant impact on the environment. Licensees will in many cases need to construct new facilities, travel between multiple locations, and use additional power and other utilities to

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<sup>44</sup> See National Environmental Protection Act of 1969, *as codified at* 42 U.S.C. § 4321, *et. seq.* Under guidelines adopted by the Council on Environmental Quality, an agency normally first must prepare an Environmental Assessment including a brief discussion of the need for the proposal, any alternatives considered, the environmental impact of the proposal, and the list of agencies consulted. See 40 C.F.R. § 1508.9; *see generally* 40 C.F.R. § 1500, *et. seq.* If the agency determines, based on its thorough evaluation of the potential impact of its proposals, that its proposed actions will not have a significant impact on the environment, it generally must issue a Finding of No Significant Impact, in which it presents the reasons why the proposed action will not have a significant impact on the environment. See 40 C.F.R. § 1508.13. If the Commission is unable to reach a determination that its proposals will not have a significant environmental impact, it must prepare a detailed Environmental Impact Statement, explaining the short and long-term environmental impact of both the proposal adopted and any alternatives considered and rejected.

<sup>45</sup> *Cellular Phone Taskforce v. FCC*, 205 F.3d 82, 94-95 (2nd Cir. 2000) (*citing* 42 U.S.C. § 2332).

<sup>46</sup> *Id.*

operate multiple studios where only one currently exists.<sup>47</sup> Nowhere in the *Notice*, however, does the Commission seek comment on this aspect of its proposal, indicate that it will consult with other agencies with jurisdiction or expertise related to these environmental issues, or even acknowledge the potential environmental impact of its decisions. To achieve even “functional” compliance with the NEPA, the Commission must at least request comment on these issues and fully explain why it believes the rules are not likely to have a significant environmental impact. If it concludes that the proposed rules are likely to have a significant environmental impact, as Cox has shown will be the case here, the Commission must explain why the rules are required and why the expected benefits of the rule justify their harm to the environment.

**C. THE PROPOSED MAIN STUDIO RULE WOULD RESULT IN NO PUBLIC INTEREST BENEFITS TO OFFSET ITS EXCEPTIONAL COSTS.**

Requiring licensees to locate their main studios in all instances in their communities of license would not serve to advance localism or increase interaction between licensees and the members of their communities. Regardless where a station’s main studio is located, the vast majority of the interaction between licensees and members of those communities does not occur at the studio. As detailed above, station staff spend large amounts of time interacting with members of their communities on sales calls, at local charity events, on interview and listener call-in shows, through their service on the boards of local organizations, and through their other activities as members of those communities. When the Commission relaxed the main studio rule in 1987 to allow stations to locate their studios at any point within their principal community

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<sup>47</sup> These additional energy costs would undermine Cox’s existing efforts to reduce its company-wide environmental impact. Cox Enterprises, Inc. recently adopted a program called “Cox Conserves,” the goal of which is to reduce the entire company’s carbon footprint by 20 percent by 2017. The Commission’s proposed revision to its main studio rule would make it significantly more difficult for Cox to achieve this goal.



contours, it recognized that even then, the public was increasingly likely to contact stations via telephone or mail rather than to visit them in person.<sup>48</sup> Based in large part on this finding, the Commission determined that the public interest no longer required licensees to maintain their main studios within the borders of their communities of license.<sup>49</sup>

With the increasing availability and use of the Internet and e-mail, it is now easier than ever for residents to contact stations to express their opinions about the stations' programming and local responsiveness. Indeed, the relative convenience of the Internet and station websites enable even more viewers and listeners to provide input than before. Under the Commission's recently adopted rules requiring television stations to post their public inspection files on their websites, residents have less and less reason to ever visit a station's main studio. There is no evidence in the record in this proceeding to suggest, and indeed absolutely no reason to believe, that residents will experience significantly greater ease in contacting the stations serving their communities if those stations are required to relocate their main studios.

The proposed revision of the main studio rule proposed in the *Notice* ignores both the Commission's findings and policies as expressed over the last twenty years and the undeniable changes in technology that have made it easier for residents to communicate with the stations that serve them. To adopt such a dramatic change of course, the Commission must have compelling evidence both that a problem exists that needs to be fixed, and that its proposed solution will address that problem.<sup>50</sup> As detailed in these Comments, there is no "localism problem" requiring any re-regulation, and even were there such a problem, the proposed revision

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<sup>48</sup> 1987 *Main Studio Order*, 2 FCC Rcd at ¶ 32, 46.

<sup>49</sup> *Id.*

<sup>50</sup> *See, supra*, § II.

to the main studio rule would not address it. In light of the costs that revision of the main studio rule would impose and the highly speculative and unlikely nature of any benefits to localism or the public interest generally arising from such a proposal, the Commission must abandon this attempt to revise this rule.

**V. THE PROPOSED SUBSTANTIVE PROGRAMMING GUIDELINES ARE UNNECESSARY, UNJUSTIFIED, AND WOULD INFRINGE ON BROADCASTERS' FIRST AMENDMENT RIGHTS.**

In the *Notice*, the Commission proposed adoption of renewal processing guidelines that in essence will require licensees to broadcast certain minimum amounts of “locally-oriented programming.”<sup>51</sup> Under the proposed guidelines, a renewal application demonstrating that a station has met or exceeded the prescribed minimums could receive staff level processing, while other applications would require consideration by the full Commission.<sup>52</sup> The *Notice* requests comment on a number of aspects of this proposal, including what specific types of programming such guidelines should require, how much programming should be required, and how the Commission should define “local programming.”<sup>53</sup> Cox strongly opposes adoption of any renewal processing guidelines related to programming content. More than 20 years ago, the Commission reasonably, and on the basis of a well-developed factual record, concluded that such guidelines were unnecessary to ensure that licensees delivered locally-responsive programming.

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<sup>51</sup> *Notice* at ¶¶ 40, 124

<sup>52</sup> *Id.*

<sup>53</sup> *Id.* at ¶ 124. Certain Commenters in this proceeding have criticized both the amount and the focus of broadcasters’ news and political coverage. Cox notes that any attempt to regulate in this area would violate long-standing legal precedent and would be antithetical to the very heart of the First Amendment. *See Nat. Broad. Co. v. FCC*, 516 F2d 1101 (1974), *cert. denied*, 424 U.S. 910 (1976). *See also, Third Coast Press*, 20 FCC Rcd 14415, 17 (Chief, MB 2006) (“journalistic or editorial discretion in the presentation of news and public information is the core concept of the First Amendment’s Free Press guarantee.”).

Under unambiguous principles of administrative law, the Commission can alter its regulatory course only after making a reasoned decision on the basis of compelling evidence that a new problem exists and that the proposed regulation would address that problem.<sup>54</sup> As demonstrated by the record in this proceeding and the examples of Cox's stations identified in these Comments, no new regulation is necessary to ensure the provision of sufficient locally-responsive programming. The regulations proposed in the *Notice* instead would merely impose pointless administrative burdens on licensees and raise serious constitutional concerns by forcing licensees to tailor the content of their speech to categories favored by the Commission.

**A. ADOPTION OF RENEWAL PROCESSING GUIDELINES WOULD CONSTITUTE A DRAMATIC AND UNJUSTIFIED CHANGE IN REGULATORY APPROACH.**

Since the early 1980s, Congress and the Commission have consistently worked to streamline license renewal procedures and to remove substantive programming guidelines.<sup>55</sup> The Commission has recognized that the local availability of information concerning licensees' programming allows residents in radio and television service areas to evaluate that programming and, if they desire, file complaints or petitions to deny the license renewal applications of broadcasters they feel are failing to serve their local interests.<sup>56</sup> In the 1996 Act, Congress approved of and advanced the Commission's deregulatory approach to license renewal, requiring that the Commission eliminate its prior policy of accepting competing renewal applications and instead grant renewals based on a finding that a licensee had served the public interest, had not committed any serious violations of Commission regulations or the Communications Act, and

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<sup>54</sup> See *supra*, § II.

<sup>55</sup> See, 1981 *Renewal Streamlining Order*; 1984 *TV Deregulation*.

<sup>56</sup> See, e.g., 1984 *TV Deregulation*, 98 FCC 2d at ¶ 74.

had not committed any other violations demonstrating a “pattern of abuse.”<sup>57</sup> In the absence of compelling evidence of a market failure in the provision of locally-responsive programming or a Congressional directive to address programming issues, the Commission has reasonably refused to risk impinging on the Constitutional freedom of broadcasters by imposing specific programming obligations or guidelines as part of the license renewal process.<sup>58</sup>

In 1984, when the Commission adopted the current issues/programs list requirements for television stations, it determined that issues/programs lists and other publicly available information would provide viewers and listeners sufficient information to evaluate whether there was any “significant market failure” with respect to the delivery of local news and non-entertainment programming.<sup>59</sup> Importantly, the Commission indicated that if it were alerted to such a failure, it would not immediately adopt re-regulation, but instead would “document [the] scope” of the problem by use of means such as special studies or investigations.<sup>60</sup> The Commission here has not in any way documented the scope, and even the existence, of any failure of local programming. Urged on by a relatively small number of vocal and well financed critics, the Commission has merely assumed that licensees are failing to deliver sufficient local programming and has proposed a misguided re-regulatory regime to attempt by fiat to force broadcasters to deliver certain types and amounts of favored programming. As shown by Cox’s examples as set forth in these Comments, there simply is no failure of locally-responsive

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<sup>57</sup> 1996 Act § 204(a), *codified at* 47 U.S.C. § 309(k)

<sup>58</sup> *1984 TV Deregulation*, 98 FCC 2d at ¶¶ 27, 74.

<sup>59</sup> *Id.* at ¶ 74.

<sup>60</sup> *Id.*

programming. To adopt new regulations to solve a non-existent problem would be highly capricious.

The proposed requirement of submission of programming information to the Commission as part of a licensee's renewal application also flies in the face of longstanding precedent and policy favoring the reduction of administrative burdens on licensees and on the Commission. As the Commission noted in its *1981 Renewal Streamlining Order*, the significant administrative burdens entailed by requiring submission of detailed programming information with license renewal applications were not justified when such information was locally available to stations' viewers and listeners:

Under the rules and policies adopted herein, the information necessary to conduct an in-depth review of a licensee's performance will be available at the station in the public inspection file. Interested citizens need only visit that file to avail themselves of the information necessary to support a complaint or petition to deny, should one be appropriate. We have weighed the concerns over confidentiality and do not believe them insurmountable. These concerns do not justify the added burdens on licensees and the Commission of requiring the filing of public file materials in Washington. Regarding the unavailability of data here in Washington, the purpose of broadcast regulation is to assure licensee operation in the public interest. Our concerns for assuring the ability of local citizens to monitor the operations of licensees who serve them are fulfilled by maintenance of local public files.<sup>61</sup>

In repealing its program log requirements in 1984, the Commission found that local residents could obtain sufficient information to document a petition to deny a license renewal application through review of "local newspaper or magazine entertainment guides" and by "provid[ing]

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<sup>61</sup> *1981 Renewal Streamlining Order*, 49 RR 2d at ¶ 26. The United States Court of Appeals for the District of Columbia Circuit upheld this streamlined renewal processing against challenges that it was inadequate to allow a determination that renewal of a station license would serve the public interest. *Black Citizens for a Fair Media v. FCC*, 719 F.2d 407 (D.C. Cir. 1983), *cert. denied*, 467 U.S. 1255.

their own documentation by monitoring the service of the station.”<sup>62</sup> Since that time, the local availability of programming information has only increased, and with the recent adoption by the Commission of online public file requirements and FCC Form 355, an “Enhanced Disclosure Report” which (subject to pending Petitions for Reconsideration and appellate review) will replace television stations’ quarterly issues and programs lists with an extremely detailed and lengthy report on programming in a number of specific areas, that information will be available not only locally but to anyone with an Internet connection.<sup>63</sup> Nothing in this record suggests that requiring submission of such information to the Commission in a license renewal application as well will enhance the public interest. In the absence of any evidence that there is even a “localism problem” to be solved or that the proposed requirements would improve the local responsiveness of licensees, no “reasoned analysis” can support the adoption of such regulations.<sup>64</sup>

Adoption of a renewal processing guideline based on the provision of locally responsive programming would also contravene the objective of Congress, as set forth in the 1996 Act, to reduce unnecessary regulation.<sup>65</sup> The 1996 Act confirmed and expanded the Commission’s

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<sup>62</sup> 1984 *TV Deregulation*, 98 FCC 2d at ¶ 78.

<sup>63</sup> *Standardized and Enhanced Disclosure Requirements for Television Broadcast Licensee Public Interest Obligations, Extension of the Filing Requirement for Children’s Television Programming (FCC Form 398), Report and Order*, FCC 07-205 (rel. Jan. 24, 2008). As more fully explained in a Joint Petition for Reconsideration filed by Cox Broadcasting, Inc. and a number of other television broadcasters, Cox notes that it does not believe that the newly adopted FCC Form 355 is a necessary or efficient means to provide information regarding the content of television station programming to viewers, and it opposes the Commission’s adoption of that Form for television licensees and its proposed application to radio licensees. *See* Joint Petition for Reconsideration of Block Communications, Inc., et. al. in MM Docket Nos. 00-168 and 00-44 (April 14, 2008).

<sup>64</sup> *See supra*, § II, citing *Greater Boston*, 444 F.2d at 852.

<sup>65</sup> *See supra*, § II.

deregulatory approach to license renewal procedures, leaving in place only one Congressionally-mandated programming guideline.<sup>66</sup> Although the renewal processing guidelines proposed in the *Notice* appear in substance to be closely modeled on the Commission's existing children's educational/information programming requirements, they stand in stark contrast to those requirement as entirely without any Congressional mandate.<sup>67</sup> Unlike the proposals in the *Notice*, the Commission adopted the children's programming requirements only at the clear instruction of Congress, as embodied in the Children's Television Act of 1990 to, "consider the extent to which the licensee...has served the educational and information needs of children" when evaluating a station's license renewal application.<sup>68</sup> Significantly, there is no Congressional mandate here for the Commission to consider specific local programming guidelines in the context of license renewal applications.

#### **B. RENEWAL PROCESSING GUIDELINES RAISE SERIOUS CONSTITUTIONAL QUESTIONS.**

Although not imposing an absolute requirement that licensees broadcast "favored speech," the Commission's proposed renewal processing guidelines will nonetheless infringe broadcasters' First Amendment rights. The Commission is prohibited by statute and the First Amendment from adopting regulations that "interfere with the right of free speech by means of radio communication."<sup>69</sup> As the Supreme Court stated in *Turner Broadcasting Systems*,

The FCC's oversight responsibilities do not grant it the power to ordain any particular type of programming that must be offered by broadcast stations; for

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<sup>66</sup> See, 1996 Act at § 204, *codified at* 47 U.S.C. § 309(k) (eliminating comparative renewal proceedings).

<sup>67</sup> See 47 C.F.R. § 73.671.

<sup>68</sup> Children's Television Act of 1990, § 103, Pub. L. 101-437, 104 Stat. 996 (1990), *as codified at* 47 U.S.C. § 303(b).

<sup>69</sup> 47 U.S.C. §326.

although the Commission may inquire of licensees what they have done to determine the needs of the community they propose to serve, the Commission may not impose upon them its private notions of what the public ought to hear.<sup>70</sup>

Even under the reduced First Amendment protection afforded to broadcasters, any content-based statutes or regulations will be subject to heightened scrutiny and must at the very least be “narrowly tailored to further a substantial governmental interest.”<sup>71</sup> The proposed regulations mandating “locally-oriented” programming are clearly content based, as they would essentially require that broadcasters provide programming addressing certain categories of issues (*i.e.*, local news or political coverage) as opposed to other programming they may choose to broadcast.<sup>72</sup> To the extent the proposed regulations would require that licensees broadcast locally-produced programming such a requirement would be based only on the false premise that that the content of that programming would better address local issues. As the Supreme Court has held, “laws [or regulations] that by their terms distinguish favored speech from disfavored speech on the basis of the ideas or views expressed are content-based.”<sup>73</sup>

To satisfy the heightened scrutiny applicable to content-based regulations such as the proposed programming guidelines, the Commission must first show that the proposed regulations are designed to further a substantial governmental interest.<sup>74</sup> It is not enough, however, for the Commission to merely state that its regulations are designed to serve a laudable goal such as localism -- the Commission must show that absent regulation there is in fact some imminent

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<sup>70</sup> *Turner Broad. Sys., Inc. v. FCC*, 512 U.S. 622, 650 (1994) (“*Turner*”) (internal quotation omitted).

<sup>71</sup> *See FCC v. League of Women Voters*, 468 U.S. 364, 380-81 (1984).

<sup>72</sup> *Notice* at ¶¶ 40, 124.

<sup>73</sup> *Turner*, 512 U.S. at 643.

<sup>74</sup> *League of Women Voters*, 468 U.S. at 380-81.



threat to that general interest.<sup>75</sup> As demonstrated throughout these Comments, the record in this proceeding simply does not support a conclusion that broadcasters fail to provide sufficient locally-responsive programming to their communities or that there is any threat to localism for the Commission to address.

Even were there evidence in the record sufficient to suggest that localism needed additional protection, that would at most only beg the question of the Commission's authority to regulate, not demonstrate that the proposed regulations themselves are constitutional.<sup>76</sup> In addition to demonstrating that the "recited harms are real, not merely conjectural," in order to withstand the heightened scrutiny applicable to content-based regulation, the Commission must also show "that the regulation will in fact alleviate these harms in a direct and material way."<sup>77</sup> As detailed above, the Commission more than 20 years ago concluded that evaluating license renewal applications based on compliance with quotas for certain types and amounts of programming did not lead to more locally-responsive programming nor did it better serve the public interest in localism than did competition in the marketplace.<sup>78</sup> To justify its proposed re-adoption of substantive programming requirements or program reporting requirements, the Commission would need to have compelling evidence that the marketplace has changed so

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<sup>75</sup> See *Quincy Cable TV, Inc. v. FCC*, 768 F.2d 1434, 1454-55 (D. C. Cir. 1985) ("[T]he agency must do more than merely posit the existence of the disease sought to be cured.").

<sup>76</sup> *Time Warner Entm't Co. v. FCC*, 240 F.3d 1126, 1129-30 (D.C. Cir. 2001). ("[T]he FCC must show a record that validates the *regulations*, not just the abstract statutory authority.").

<sup>77</sup> *Turner*, 512 U.S. 664; *Time Warner*, 240 F.3d at 1129-1130.

<sup>78</sup> See *1984 TV Deregulation*, 98 FCC 2d at ¶ 74; *supra*, § II. The Commission in 1981 also held that the submission of detailed programming information as part of a license renewal application failed to serve the public interest in localism, regardless of any underlying substantive requirements. *1981 Renewal Streamlining Order*.

fundamentally as to warrant reconsideration of those conclusions. That evidence simply does not exist.

In addition to requiring a demonstration that proposed regulations are designed to further a “real, not merely conjectural” harm, the First Amendment also requires that the Commission show that any content-based regulation is “narrowly tailored” so as to burden no more speech than is necessary to achieve its stated goals.<sup>79</sup> As the Supreme Court held in *League of Women Voters*, a statute or regulation will fail the test of narrow tailoring if that statute or regulation does not substantially advance the asserted governmental interest.<sup>80</sup> The Commission here simply cannot show that the proposed content-based renewal processing guidelines are “narrowly tailored” so as to burden no more speech than necessary to ensure that broadcasters provide sufficient locally-responsive programming. As demonstrated throughout these Comments and the record in this proceeding, broadcasters already provide ample locally-responsive programming. To the extent the Commission were somehow able to show that licensees were delivering insufficient locally-responsive programming, it would need to document the nature and extent of any such alleged shortcomings and would need to show that its proposed programming guidelines were narrowly tailored to address only those shortcomings without forcing licensees to engage in any unnecessary forced speech. In the absence of any showing that there is a market failure requiring *any* regulation to enhance local programming, it is simply impossible for the Commission to demonstrate that its proposed renewal processing guidelines are narrowly tailored. As a result, these requirements would violate the First Amendment.

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<sup>79</sup> *Turner*, 512 U.S. at 664-665; *League of Women Voters*, 468 U.S. at 380-381.

<sup>80</sup> *League of Women Voters*, 468 U.S. at 390.

**VI. REQUIRING LICENSEES TO SERVE ALL PORTIONS OF THEIR COMMUNITIES WOULD BE CONTRARY TO COMMON SENSE AND THE PUBLIC INTEREST.**

In the *Notice*, the Commission implies that it is considering adopting regulations that could require licensees to broadcast programming designed to target all segments of their communities, in particular traditionally underserved audiences.<sup>81</sup> While Cox appreciates the Commission's goal of ensuring that the needs and interests of all residents of a community are addressed, it believes that any requirement regarding service to "underserved audiences" would disserve the public interest. The Commission has long recognized that individual licensees need not provide programming to address the needs of every segment of their communities.<sup>82</sup> Although requiring that market stations collectively should respond to the needs of all significant segments of their communities, the Commission has held that individual stations may focus on a more limited range of programming.<sup>83</sup>

Cox believes that this freedom to target niche markets better serves the public interest than would requiring every licensee to attempt to serve every potential segment of its community. In many of its radio markets, Cox has found that it is better able to serve a large portion of the listening audience by providing targeted programming on each of its stations. In Miami, for example, one of Cox's radio stations reaches out to a primarily Hispanic male audience, one reaches out to a predominantly Hispanic female audience, and two target primarily African American audiences. By providing targeted programming in this manner, the stations together are better able to serve their entire community than they would by each attempting to

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<sup>81</sup> *Notice* at ¶¶ 69-80.

<sup>82</sup> *See 1984 TV Deregulation*, 98 FCC 2d at ¶¶ 22-23; *see also 1981 Radio Deregulation*, 84 FCC 2d at ¶ 64, *citing Taft Broadcasting*, 38 FCC 2d 770, 790 (1973).

<sup>83</sup> *Id.*

target all potential audiences in the community. By monitoring the programming of other stations in the market, licensees are able to identify any groups that are not being served. Competition and the desire to succeed as businesses then drives broadcasters to reach out to these any underserved segments of their markets. Cox does not believe that any additional Commission regulation is required to ensure that licensees as a group reach all segments of their communities of license and urges the Commission to refrain from adopting any regulations that would require licensees to attempt to serve all segments of their communities. Such regulation would be a grossly inefficient means to reach these audiences and would result in overly homogenized programming as all stations in the market would be driven to provide similar programming as they worked to serve the same audiences.

## **VII. NETWORK AFFILIATION PRACTICES.**

Cox does not provide specific comment on the Commission's questions in the *Notice* regarding the relationships between networks and affiliates but does commend the Commission for examining the issue of affiliate review of network programming. Cox believes that it is critically important that licensees not be pressured to abdicate their responsibilities as Commission licensees to deliver appropriate programming to their audiences simply to gain access to network programming.

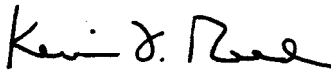
## **CONCLUSION**

As detailed above, this proceeding is in essence an attempt to fix a problem that does not exist. As the representative, but nowhere near exhaustive, samples of the local programming and involvement of Cox's local television and radio stations set forth in these Comments clearly demonstrate, Cox stations and other broadcasters already provide exceptional locally-responsive programming and public service. Licensees' dedication to their local communities, as well as competition from national and international sources of program content will continue to reinforce

this local focus. The re-regulatory proposals embodied in the *Notice* are not only theoretical solutions in search of a problem but, moreover, they will impose significant and unnecessary costs on broadcasters and will ultimately result in substantial harm to localism. For the reasons set forth herein, Cox urges the Commission to refrain from imposing the unnecessary and misguided re-regulation proposed in the *Notice*. The public interest demands administrative agency restraint and forbearance.

Respectfully submitted,

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**Appendix I:**  
**Cox Radio and Television Stations**

<i><b>Call Sign</b></i>	<i><b>Community of License</b></i>	<i><b>Market (DMA, Arbitron Metro)</b></i>	<i><b>Affiliation/Format</b></i>
WSB-TV	Atlanta, GA	Atlanta, GA	ABC
WSOC-TV	Charlotte, NC	Charlotte, NC	ABC
WAXN-TV	Kannapolis, NC	Charlotte, NC	IND
WHIO-TV	Dayton, OH	Dayton, OH	CBS
KFOX-TV	El Paso, TX	El Paso (Las Cruces), TX	FOX
WJAC-TV	Johnstown, PA	Johnstown-Altoona-State College, PA	NBC
WFTV(TV)	Orlando, FL	Orlando-Daytona Beach-Melbourne, FL	ABC
WRDQ(TV)	Orlando, FL	Orlando-Daytona Beach-Melbourne, FL	ABC
WPXI(TV)	Pittsburgh, PA	Pittsburgh, PA	NBC
KRXI-TV	Reno, NV	Reno, NV	FOX
KTVU(TV)	Oakland, CA	San Francisco-Oakland-San Jose, CA	FOX
KICU-TV	San Jose, CA	San Francisco-Oakland-San Jose, CA	IND
KIRO-TV	Seattle, WA	Seattle-Tacoma, WA	CBS
WSB(AM)	Atlanta, Georgia	Atlanta, Georgia	News/Talk
WSB-FM	Atlanta, Georgia	Atlanta, Georgia	Adult Contemporary
WBTS(FM)	Doraville, GA	Atlanta, Georgia	Rhythmic CHR
WALR-FM	Greenville, GA	Atlanta, Georgia	Urban/Adult Contemporary
WSRV(FM)	Gainesville, GA	Atlanta, Georgia	Classic Hits
WZZK-FM	Birmingham, AL	Birmingham, AL	Country
WBPT(FM)	Homewood, AL	Birmingham, AL	Classic Hits
WNCB(FM)	Gardendale, AL	Birmingham, AL	Country
WAGG(AM)	Birmingham, AL	Birmingham, AL	Gospel
WBHJ(FM)	Midfield, AL	Birmingham, AL	Contemporary Urban Hits
WBHK(FM)	Warrior, AL	Birmingham, AL	Urban Adult Contemporary
WPSB(AM)	Birmingham, AL	Birmingham, AL	Spanish
WHIO(AM)	Dayton, OH	Dayton, OH	News/Talk
WHKO(FM)	Dayton, OH	Dayton, OH	Country
WHIO-FM	Piqua, OH	Dayton, OH	News/Talk
WZLR(FM)	Xenia, OH	Dayton, OH	Classic Hits
WJMZ-FM	Anderson, SC	Greenville-Spartanburg, SC	Contemporary Urban Hits
WHZT(FM)	Seneca, SC	Greenville-Spartanburg, SC	Rhythmic CHR

<i><b>Call Sign</b></i>	<i><b>Community of License</b></i>	<i><b>Market (DMA, Arbitron Metro)</b></i>	<i><b>Affiliation/Format</b></i>
KCCN-FM	Honolulu, HI	Honolulu, HI	Hawaiian Hit Radio
KINE-FM	Honolulu, HI	Honolulu, HI	Hawaiian Adult Contemporary
KPHW(FM)	Kaneohe, HI	Honolulu, HI	Rhythmic CHR
KRTR-FM	Kailua, HI	Honolulu, HI	Adult Contemporary
KRTR(AM)	Honolulu, HI	Honolulu, HI	Adult Contemporary
KKNE(AM)	Waipahu, HI	Honolulu, HI	Hawaiian Hit Radio
KTHT(FM)	Cleveland, TX	Houston-Galveston, TX	Classic Country
KKBQ-FM	Pasadena, TX	Houston-Galveston, TX	Country
KHTC(FM)	Lake Jackson, TX	Houston-Galveston, TX	Classic Hits
KHPT(FM)	Conroe, TX	Houston-Galveston, TX	Eighties
WJGL(FM)	Jacksonville, FL	Jacksonville, FL	Classic Hits
WAPE-FM	Jacksonville, FL	Jacksonville, FL	Contemporary Hit Radio
WOKV-FM	Ponte Vedra Beach, FL	Jacksonville, FL	News/Talk
WOKV(AM)	Jacksonville, FL	Jacksonville, FL	News/Talk
WFYV-FM	Atlantic Beach, FL	Jacksonville, FL	Classic Rock
WMXQ(FM)	Jacksonville, FL	Jacksonville, FL	Eighties
WBLI(FM)	Patchogue, NY	Nassau-Suffolk, NY	Contemporary Hit Radio
WBAB(FM)	Babylon, NY	Nassau-Suffolk, NY	Album Oriented Rock
WHFM(FM)	Southampton, NY	Nassau-Suffolk, NY	Album Oriented Rock/Classic Rock
WRKA(FM)	St. Matthews/Lyndon, KY	Louisville, KY	Oldies
WVEZ(FM)	St. Matthews, KY	Louisville, KY	Adult Contemporary
WSFR(FM)	Corydon, KY	Louisville, KY	Classic Rock
WPTI(FM)	Louisville, KY	Louisville, KY	Country
WFLC(FM)	Miami, FL	Miami-Ft. Lauderdale-Hollywood, FL	Hot Adult Contemporary
WHDR(FM)	Miami, FL	Miami-Ft. Lauderdale-Hollywood, FL	Active Rock
WEDR(FM)	Miami, FL	Miami-Ft. Lauderdale-Hollywood, FL	Urban Adult Contemporary
WHQT(FM)	Coral Gables, FL	Miami-Ft. Lauderdale-Hollywood, FL	Urban Adult Contemporary
WPLR(FM)	New Haven, CT	New Haven, CT	Album Oriented Rock
WEZN-FM	Bridgeport, CT	Bridgeport, CT	Adult Contemporary
WCFB(FM)	Daytona Beach, FL	Orlando, FL	Urban Adult Contemporary
WPYO(FM)	Maitland, FL	Orlando, FL	Rhythmic/CHR/Dance
WHTQ(FM)	Orlando, FL	Orlando, FL	Classic Rock

<b><i>Call Sign</i></b>	<b><i>Community of License</i></b>	<b><i>Market (DMA, Arbitron Metro)</i></b>	<b><i>Affiliation/Format</i></b>
WMMO(FM)	Orlando, FL	Orlando, FL	Rock Adult Contemporary
WDBO(AM)	Orlando, FL	Orlando, FL	News/Talk
WWKA(FM)	Orlando, FL	Orlando, FL	Country
WKHK(FM)	Colonial Heights, VA	Richmond, VA	Country
WDYL(FM)	Chester, VA	Richmond, VA	Alternative Rock
WMXB(FM)	Richmond, VA	Richmond, VA	Hot Adult Contemporary
WKLR(FM)	Fort Lee, VA	Richmond, VA	Classic Rock
KKYX(AM)	San Antonio, TX	San Antonio, TX	Classic Country
KCYY(FM)	San Antonio, TX	San Antonio, TX	Country
KPWT(FM)	Terrell Hills, TX	San Antonio, TX	Rhythmic CHR
KONO(AM)	San Antonio, TX	San Antonio, TX	Oldies
KONO-FM	Helotes, TX	San Antonio, TX	Oldies
KISS-FM	San Antonio, TX	San Antonio, TX	Album Oriented Rock
KSMG(FM)	Seguin, TX	San Antonio, TX	Hot Adult Contemporary
WNLK(AM)	Norwalk, CT	Stamford-Norwalk, CT	News/Talk
WFOX(FM)	Norwalk, CT	Stamford-Norwalk, CT	Classic Rock
WSTC(AM)	Stamford, CT	Stamford-Norwalk, CT	News/Talk
WCTZ(FM)	Stamford, CT	Stamford-Norwalk, CT	Adult Contemporary
WSUN-FM	Holiday, FL	Tampa-St. Petersburg-Clearwater, FL	Alternative Rock
WXGL(FM)	St. Petersburg, FL	Tampa-St. Petersburg-Clearwater, FL	Classic Hits
WHPT(FM)	Sarasota, FL	Tampa-St. Petersburg-Clearwater, FL	Classic Rock
WWRM(FM)	Tampa, FL	Tampa-St. Petersburg-Clearwater, FL	Adult Contemporary
WPOI(FM)	St. Petersburg, FL	Tampa-St. Petersburg-Clearwater, FL	Eighties
WDUV(FM)	New Port Richey, FL	Tampa-St. Petersburg-Clearwater, FL	Soft Adult Contemporary
KRAV-FM	Tulsa, OK	Tulsa, OK	Adult Contemporary
KRMG(AM)	Tulsa, OK	Tulsa, OK	News/Talk
KWEN(FM)	Tulsa, OK	Tulsa, OK	Country
KJSR(FM)	Tulsa, OK	Tulsa, OK	Classic Rock
KKCM(FM)	Sand Springs, OK	Tulsa, OK	Contemporary Christian



## **Appendix II:** **Recent Event Sponsorship and Participation**

Included below are a representative sample of some of the community events Cox station sponsor and in which their staff are involved, as described by the local staff at Cox's stations.

### *KIRO-TV, Seattle, Washington:*

1. Warm Coats for Kids, a month-long, community-wide collection of coats, mittens, gloves, scarves and hats for children.
2. March for Babies, to increase visibility for the March of Dimes organization and raise funds to help give every baby a healthy start.
3. Children's Ride, to increase visibility and raise funds for the uncompensated care program at Children's Hospital.
4. Seafair, the Northwest's premier summer festival with a long tradition of attendance by generations of families.
5. Making Strides, to increase visibility for breast cancer and raise funds for the American Cancer Society.
6. Toys for Tots, a winter holiday, month-long community-wide collection of toys for tots to teens. The need in the Puget Sound region has surpassed 200,000 toys.

### *WSOC-TV, Charlotte, North Carolina and WAXN-TV, Kannapolis, North Carolina:*

1. Steve's Coats for Kids (5 Years)
2. Food Drive Second Harvest Food Bank (2 Years)
3. School Tools (11 Years)
4. Bark In the Park (3 Years) - WAXN
5. Nine Who Care Award Luncheon (20 Plus years)
6. Carolinas' Outstanding Graduates (15 Years)
7. March of Dimes Walk ( 4 Years)
8. Room In the Inn (11 Years)
9. MDA Telethon (20 Plus Years) (Currently airs on WAXN)

### *KICU-TV, San Jose, California:*

1. Silicon Valley sponsor for the American Cancer Society Relay for Life. This is the American Cancer Society's signature activity and the largest community fundraiser in the United States.

2. The Annual Hispanic Development Corporations Portraits of Success Luncheon and Youth Leadership Conference,
3. The United State Tennis Association Girls Nationals,
4. The Almaden Valley Women's club's Annual Almaden Valley Arts & Wine Festival benefiting non-profit children's foundations, educational facilities, teen programs and community organizations.
5. The Palo Alto and Danville Festival of the Arts,
6. Pleasanton Heritage Festival,
7. San Jose Italian Heritage Festival ,
8. Kidango a Bay Area child development program
9. annual Gifts from the Heart and Tasters Showcase,
10. Cystic Fibrosis Foundation Great Strides,
11. Autism Education Networks Asanas for autism fundraiser,
12. Tri Valley Socks Bras for the Cause that raises money for breast cancer research, treatment, and educational programs,
13. Building Peaceful Families Grandmothers Celebration luncheon and Fatherhood conference.
14. International Gift Faire,
15. San Francisco YMCA Chinese New Year Run.

*WJAC-TV, Johnstown, Pennsylvania:*

1. Media Sponsor PA Winter Special Olympics (02, 03, 04, 05, 06, 07, 08)
2. Media Sponsor American Cancer Society Heart Walk (05, 06, 07, 08)
3. Media Sponsor American Cancer Society Light the Night Walk (06, 07, 08)
4. Media Sponsor Somerset Drug Free Communities (07, 08)
5. Media Sponsor American Red Cross Paint the Town Red (07, 08)
6. Media Partner United Cerebral Palsy Turkey Trot Fund Raiser (06, 07, 08)
7. Media Partner American Red Cross Lifesavers Ball (05, 06, 07, 08)
8. Media Sponsor Women's Help Center Annual Dinner Fundraiser (07, 08)
9. Media Sponsor and Organizer for Johnstown Halloween Parade (last 12 years)
10. Media Partner for Johnstown Chiefs Hockey Team (04, 05, 06, 07, 08)
11. PA State Senate Debate (07)

12. PA State Representative Primary Political Forums (08) (get to know the candidates)
13. Save The American Red Cross Keystone Chapter Telethon (07 – raised over \$125,000 for the Chapter)
14. 25<sup>th</sup> Anniversary of the 1977 Johnstown Flood Special (07 – raised \$19,000 through DVD sales for Johnstown Area Heritage Association)

*WFTV(TV) and WRDQ(TV), Orlando, Florida:*

1. Mt. Dora Arts Festival 2007
2. Winter Park Sidewalk Art Festival 2007
3. Spring Fiesta in the Park 2007
4. Taste of Oviedo 2007
5. Melbourne Springfest 2007
6. Hurricane Safety Fairs 2007
7. Sanford 4<sup>th</sup> of July 2007
8. Orlando 4<sup>th</sup> of July 2007
9. Race For The Cure 2007
10. Winter Park Autumn 2007
11. Lake Mary / Heathrow Art 2007
12. Fall Fiesta in the Park 2007
13. Mt. Dora Arts Festival 2008
14. Winter Park Sidewalk Art Festival 2008

*KTVU(TV), Oakland, California:*

1. KTVU in January 2008 hosted a local RTNDA luncheon with California Attorney General Jerry Brown as the guest speaker.
2. KTVU is an on-going partner with the Leshner Foundation's Newsmakers Series.
3. KTVU is an on-going sponsor of the Oakland Children's Hospital Devil Mt. Run, helping to support programs for the hospital.
4. KTVU is an on-going sponsor of the Alameda County Food Bank.
5. KTVU was an event sponsor of the 2007 Multiple Sclerosis Walk.
6. KTVU is an on-going sponsor of the Oakland Ballet.
7. KTVU was a sponsor of SF SPCA Bark & Whine fundraiser.

8. KTVU was an event sponsor of the Alisa Ann Ruch Burn Foundation.
9. KTVU was an event sponsor of the Special Olympics.
10. KTVU is an on going sponsor of Wardrobe for Opportunity (dress for success for low income men and women)
11. KTVU is an on going sponsor of Friends of Faith (Breast Cancer Fundraising – in honor of former KTVU reporter, Faith Fancher)
12. KTVU is an event sponsor of the Californian Independent Film Festival.
13. KTVU's community holiday program, One Warm Coat (coat drive during the winter holiday)

*WSB-TV, Atlanta, Georgia:*

1. Komen Atlanta Race for the Cure (Breast Cancer grants and research)
2. Aids Walk Atlanta (benefitting nearly a dozen Aids service organization)
3. Sickie Cell Road Race/Walk (29 years)
4. Walk America (North Georgia March of Dimes)
5. Ride for Kids (motorcycle ride for Pediatric Brain Tumor Foundation which started because of a station employee who's child died of a brain tumor. This ride is now held in more than 20 states)
6. Empty Stocking Fund (raising funds for Christmas gifts for more than 40,000 kids in the Metro Atlanta area)
7. Iron Torch Ride for Special Olympics (WSB-TV Public Affairs Director was among the motorcyclists who rode from Alaska to Key West raising more than \$200,000 for Special Olympics along the route)
8. Hands on Atlanta Day ( the nation's largest city wide day of service 16,000 people volunteered for more than 200 projects in one day)
9. Martin Luther King Service Summit (a partnership with the King Center and Hands on Atlanta)
10. Children's Restoration Network Back 2 school campaign (more than 2,000 Book bags and school supplies collected)
11. Zoo Atlanta Holiday Celebrations (WSB-TV helped create two events- Halloween-Boo at the Zoo and Easter-Great Bunny Hop)
12. Hosea Feed The Hungry & Homeless (serving more than 40,000 people during each holiday: Thanksgiving, Christmas, MLK Holiday and Easter)
13. The Southeastern Flower show (to benefit the Atlanta Botanical Gardens)
14. The National Black Art Festival (10 day festival during the summer)
15. Japan fest (The Japan-America Society of Georgia 20,000 visitors)

16. Latin American Association ( television sponsor of : Job Fair , Housing Fair, Youth Leadership Conference)
17. The Center for Puppetry Arts ( 4 to 5 performances per year)
18. The Atlanta Ballet (Family classic)
19. Ballethnic ( Leopard Tale, Urban Nutcracker)
20. Red Cross (CPR Saturday, Summer Water Safety, Georgia's Biggest Blood Drive)
21. Red Kettle Campaign (Salvation Army- helped raise \$1 (M) million dollars for the past two years )
22. American Cancer Society Relay for Life (Gwinnett County is the largest in the nation)

*WHIO-TV, Dayton, Ohio:*

1. Dayton Urban League Scholarships
2. 17<sup>th</sup> Annual Artemis Gala Fundraiser for Victims of Domestic Violence
3. 2007 Jingle Bell Run for Arthritis: Arthritis Foundation
4. 2007 Wright State University Arts Gala
5. 2007 Kettering Holiday at Home
6. 2007 Salvation Army Kettle Campaign
7. 2007 Urban League Young Black Professionals Conference
8. 2007 Walk of Fame (Celebrates citizen's contributions to the Miami Valley)
9. 2007 Xenia Old Fashioned Days Festival
10. 22<sup>nd</sup> Annual New Year's Eve Resolution Run: Beaver Creek Cross Country Parents Association and Greene County MADD
11. 3<sup>rd</sup> Congressional District Arts Competition
12. 50<sup>th</sup> Annual Ebony Fashion Fair Show: National Council of Negro Women, Inc.
13. Alzheimer Walk  
America Recycles Day: Boonshoft of Museum of Discovery
14. Annual Beerman Thanksgiving Day Dinner
15. Arrive Safe (program for safe driving during the holiday season)
16. First Frontier: Blue Jacket & Legend of Sleepy Hollow Outdoor Dramas
17. Cox Arboretum: Butterfly and Garlic Festivals
18. Credit Unions Fighting Foreclosures

19. Culture Works Annual Campaign
20. Culture Works Art Card (prepaid card for the arts)
21. Dayton Philharmonic Designers' Showhouse
22. Greene County Park District: Doggie Dash and Splash
23. Dayton Opera: Don Giovanni
24. Greater Dayton Start Heart Walk
25. Hannah's Treasure Wish List (provides clothing, furniture and toys for needy children)
26. Kappa Alpha Psi Scholarship Golf Tournament
27. Montgomery County Solid Waste District: Litter Bugs Me Day
28. American Cancer Society: Making Strides Against Breast Cancer
29. Disable American Veterans: Military Appreciation Monday
30. MS Society: 2007 Multiple Sclerosis Walk
31. Boonshoft Museum of Discovery: Family New Year's Eve Party
32. Athletes in Action: Night of Champions
33. Ad Council: Project Roadblock (prevent drunk driving during the holidays)
34. American Red Cross: Putting on the Glitz Fashion Show
35. USAF: RC Aircraft Show
36. American Heart Association: Go Red for Women
37. American Cancer Society: Skate for a Cure
38. St. Vincent DePaul (homeless shelter)
39. TWIGS: Sugarplum Festival of Trees in support of Children's Hospital
40. American Heart Association: The Power to End Stroke
41. Washington/Centerville Public Library & University of Dayton: 2007 Erma Bombeck Writing Competition
42. United Way: Funk Brothers Fundraising Concert
43. United States Air Force: Marathon
44. Wright Patterson Air Force Base: Tattoo
45. Wright Patterson Air Force Base:WWI Dawn Patrol Rendezvous
46. YWCA Dayton Holiday Wish List
47. 2008 Wright State University Arts Gala
48. 2008 Washington/Centerville Public Library & University of Dayton: Erma Bombeck Writing Competition

49. American Heart Association: Gala in the Garden Fundraiser
50. Dayton Opera: Barber of Seville
51. Carroll High School 6<sup>th</sup> Annual American Dream Raffle
52. Celebration of Leadership to recognize Trotwood city officials
53. Alliance for a Healthier Generation: Childhood Obesity
54. Key Bank Super Refund Saturday (to help low income citizens with tax preparation)
55. Learning Tree Farm Antique's Appraisal to Benefit Children's Programs
56. Dayton Opera Guild: Opera Royale
57. PACE School EXPO (helps community to make informed educational choices)
58. American Red Cross: Putting on the Glitz
59. National Afro-American Museum and Cultural Center: Quilting African American Women's History: Our Challenges, Creativity and Champions
60. 2008 Dayton Urban League Scholarships
61. United Rehabilitations Services MRDD Awareness Month: Wheelchair basketball
62. 2008 Walk of Fame (celebrate citizen's contributions to the Miami Valley)
63. 18<sup>th</sup> Annual Artemis Gala Fundraiser for victims of domestic violence
64. West Carrollton High School: Humpty Dumpty
65. Wright Patterson Air Force Base: Tattoo
66. Womanline, Univ. of Dayton, Wright State Univ, and Sinclair College: Young Women Leader's Awards
67. FCC: Digital Television Transition
68. Wright Patterson Air Force Base: First LEGO League Ohio State Championship
69. 2008 Multiple Sclerosis Walk
70. The Dayton Foundation: African American Community Grant Fund

*Cox Radio San Antonio, Texas (KCYF(FM), KISS-FM, KKYX(AM), KONO(AM), San Antonio, KONO-FM, Helotes, KPWT(FM), Terrell Hills, and KSMG-FM, Seguin):*

1. November 2007 KSMG held "San Antonio We've Got You Covered" a clothing and food drive in conjunction with the San Antonio Food Bank.
2. November 2007 30th Annual KISS Holiday Food Drive for the Little Church of Lla Villita—this food drive raises food, money, and awareness for a small church in downtown San Antonio. The "little church" receives

no local, state, or federal funding. All donations come from individuals and the KISS Food Drive has been spearheaded by morning personality Steve Hahn since 1978.

3. December 2007 KSMG Annual Blood Drive
4. August—annual KISS Rock and Roll Up Your Sleeve Blood Drive—the largest single day blood drive in the San Antonio and south central Texas region. Additionally, three more “frequent donor” drive are held throughout the year. Minority Bone Marrow registration is a key initiative of the South Texas Blood and Tissue Center. KISS and KSMG participate in this program. Over the last 16 years we have had eight bone marrow matches and directly saved eight lives. We continue to promote this initiative vigorously.
5. Cox Radio San Antonio was featured sponsor of Martin Luther King Jr. march.
6. Cox Radio San Antonio participated in National Family Night Out providing free hotdogs and drinks.
7. Cox Radio San Antonio participated in Safe Trick or Treat with the Sheriffs Department providing free candy.
8. Blood Drives with the San Antonio Blood and Tissue Center.
9. Radiothons to raise money for Children’s Shelter.
10. Radiothons to raise money for the Make-A-Wish Foundation.
11. Radio broadcast and sponsorships to raise money for college scholarship with the San Antonio Livestock & Rodeo.
12. Golf tournament to raise money for Hispanic Scholarship Fund.

*Cox Radio Hawaii (KCCN-FM, KINE-FM, KRTR(AM), Honolulu, KKNE(AM), Waipahu, KPHW(FM), Kaneohe, and KRTR-FM, Kailua):*

1. Great Aloha Run (Carole Kai Charities),
2. Niketown 5k, Niketown Re-Use A Shoe campaign
3. MDA Banana Man Run/Walk
4. Straub Women’s 10k
5. MS Walk,
6. Cans Across America
7. Salvation Army Donation Drive
8. Hawaii Blood Bank blood drive
9. Institute for Human Services Donation Drive
10. Music with A Message (Anti smoking campaign)



11. Aloha United Way
12. Life Foundation's Oahu Dines & Honolulu Aids Walk for Life
13. American Diabetes Association Kick Off Rally
14. Crimestoppers
15. American Heart Association Kick Off Rally
16. Kidney Foundation "Lose to Win"
17. Chinese New Years Downtown Celebration
18. Hats off to the American Red Cross
19. Merrie Monarch Festival
20. Kamehameha Schools Song Contest
21. Annual MDA Soiree
22. MS Walk Oahu
23. March of Dimes/Walk America
24. Salvation Army Benefit Fashion Show & Boutique
25. Visitor Industry Charity Walk
26. Shinnyo En Lantern Festival
27. Aquarium Concert Series - Ke Kani O Ke Kai
28. 15<sup>th</sup> Annual Oahu Heart Walk
29. Dragon Boat Festival
30. Aloha Festival Parade
31. Aloha Festival Waikiki & Kapolei Mele
32. Susan B Komen Race for the Cure Run/Walk
33. Molokai Hoe Outrigger Canoe Race
34. Hawaii Sports Hall of Fame
35. St. Francis Foundation (Hospice) Concert Fundraising Event

*WFLC(FM), Miami, Florida:*

We are heavily involved with the Susan G. Koman Foundation. An annual event that raises awareness and funds for Breast Cancer research. Pride of Greater Fort Lauderdale- Miami. WFLC participates in the annual Aids walk to benefit local residents suffering from the disease. Team In Training – heavily involved in promoting this annual event to raise funds and awareness to Leukemia and Lymphoma. Best Buddies - an organization designed to enhance the lives of those with intellectual disabilities, and Natalia Radzuik is a member of the South Florida Hispanic Chamber of Commerce.

Waterway Clean Up- Annual participant of event that encourages listeners to join station personalities to come out and help clean our beaches.

*WHDR(FM), Miami, Florida:*

We will be heavily involved once again with the Stonewall Street Festival in June. This annual event is presented by Pride of Greater Fort Lauderdale ( PGFTL), a non-profit organization within the GLBTQ community of Greater Fort Lauderdale, committed to the goals of human rights, education and a better understanding of our community. PGFTL was formed in 2000 to produce the Stonewall Street Festival to celebrate the Stonewall Rebellion on New York's Christopher Street in June of 1969. It is a volunteer-managed, non-partisan, non-profit corporation that organizes GLBTQ events in Greater Fort Lauderdale. In the spirit of Stonewall, PGFTL welcomes the participation of all, regardless of age, creed, race, color, gender, gender identification, national origin.

Plus there is a fall fund raising event being coordinated for the Friends Of Animals, an organization affiliated with the Broward County Humane Society.

WHDR(FM) has also sponsored the MS 150 Bike Tour, United Cerebral Palsy Volleyball Challenge, Best Buddies Day, and Dining Out For Life to benefit Care Resources.

*Cox Radio Dayton, Ohio (WHIO(AM), WHKO(FM), Dayton, WHIO-FM, Piqua, WZLR(FM), Xenia):*

1. Wright Patterson Air Force Base Tattoo Celebration
2. MS Walks in the Miami Valley Area
3. Spring and Fall Treasure Hunt Epilepsy Foundation
4. Dayton Right To Life Annual Fundraiser
5. Children's Medical Center Radiothon
6. Walk with Giants for Veterans Issues
7. The Fair at New Boston historical fair
8. American Heart Association Heart Walks
9. SISCA Animal Shelter fundraising events
10. Community Blood Center various blood drives
11. Social Work Club at Wright State University (Education Issues)
12. Dayton Celtic Festival
13. Ghost and Goblins 5k run benefiting Children's Medical Center
14. Sew Much Comfort clothes for Soldiers in Iraw
15. Lou Cox 5k Run, to benefit the Lou Cox Foundation

16. Better Business Bureau Minutes, promoting business community issues
17. WHIO Golf Classic to benefit MS
18. Montgomery County Easter Egg Hunts to benefit local parks department
19. Springfield Catholic Central Schools raffles
20. Dayton Diabetes Association "Ale Fest"

*Cox Radio Long Island, New York (WBAB(FM), Babylon, WBLI(FM), Patchogue):*

1. WBAB Toy Drive For John Theissen's Children's Foundation
2. Arthritis Foundation Salute Your Staff
3. BLI Adopt A Kid - month long campaign collecting toys for needy children
4. LI Blood Services Blood Drives
5. Leukemia & Lymphoma Society Light The Night Walk
6. Leukemia & Lymphoma Society Gelatin Jump
7. Town Of Oyster Bay Neighborhood Youth Nights
8. American Heart Association Walk
9. Cystic Fibrosis Foundation Walks
10. Multiple Sclerosis Society Walk
11. Dee Snider's Bikers for Babies Bike Run for March of Dimes
12. MADD Walk
13. Ray Downey 5K Run
14. Mills Pond School Blood Drive
15. John Theissen's Casino Night Fundraiser for Back To School Program
16. Babylon Town Hall Craft Fair
17. Special Olympics Torch Run
18. Long Island Cares Bike Run
19. WBAB's Cold Finger Run to benefit the American Cancer Society's Camp Adventure
20. West Islip Drug Education 5K Walk-a-thon
21. Ronkonkoma Rotary Charities Run Around The Lake

*Cox Radio Birmingham, Alabama (WPSB(AM), WAGG(AM), WZZK-FM, Birmingham, WBHJ(FM), Midfield, WBHK(FM), Warrior, WBPT(FM), Homewood, WNCB(FM), Gardendale):*

1. WBHK – Hosted Mayoral Candidates forum in September 2007 (live). 4 hour broadcast for all candidates.
2. WBHK, WAGG, WBHJ – Hosted w/city civic leaders, and church leaders Anti-violence Rallies; one for men, one for women at the Fair Park Arena in February 2008.
3. WBHJ – Hosted *Back to School Rally* for students in August 2007 to discuss important issues from staying in school, to staying away from gangs.
4. WBHK – Twice monthly hosts Sunday morning church tours, 5 hour broadcasts highlighting churches and their communities.
5. WBHK, WAGG, WBHJ – Hosted and sponsored *University of Alabama College of Communication Minority Journalism Workshop*. Focused on creating career opportunities and mentoring for minority high school students interested in journalism. We have sponsored this event for the last 3 years.
6. WBHJ-FM – *Annual Toys N the Hood* works with local community groups JCCO, to provide toys for needy children at Christmas. Two week live broadcast from area Wal-Mart stores.
7. WBHK-FM – *Annual Coats for Kids*. 10 day drive to collect coats for needy kids.
8. WBHK, WBHJ, WAGG – Collected two, 18 wheeler truck loads of bottled water and supplies to Hurricane Katrina victims in New Orleans and Biloxi Mississippi.
9. WBHK-FM – Partners annually for “*Take A Loved One to the Doctor Day*” with area hospitals, free health screenings provided to the public.
10. WBHJ, WBHK, WAGG - *Annual Health First Weekend* – Partnered with Baptist Medical Centers. Doctors and nurses providing free Health Care Screenings.
11. WBHJ – Abstinence Program for area middle and high schools. Hosted by Brian Hedrick.
12. WBHJ – *Annual Thanksgiving Feast* for the Homeless. Station feeds hundreds of homeless families Thanksgiving Day. We purchased and prepared the food. DJs and station staff served the food.
13. WBHJ – Anti-Syphilis Campaign. Jefferson County had a 200% increase in annual Syphilis cases. Jefferson County Department of Public Health and WBHJ, made on air announcements on prevention. Station personality B Money hosted events at area high schools.

14. WBHJ – Reading Initiative – Personalities read weekly in Jefferson County elementary schools. The effort is designed to instill the importance of learning and reading.
15. WBHJ, WBHK, WAGG - *A.G. Gaston Minority Business Workshop*. Hosted for the last 4 years. Entrepreneurial roundtable to assist minorities in starting businesses.
16. WBHJ, WAGG, WBHK – Hosts and sponsored *Greater Birmingham Council Boy Scouts of America Communication Explorer Post*. Station personnel mentor scouts interested in Radio or TV.
17. WBHK, WAGG, WBHJ, WPSB – Sponsored Annual *Sickle Cell Walkathon*. Raises money and awareness for the fight to cure sickle cell disease. Promoted on air, broadcast live from the event and personalities walked the event.
18. WBHK, WBHJ, WAGG, WPSB – Sponsor *Susan G. Komen Race for the Cure*. Local fundraising effort to find a cure for breast cancer. WBHK's event announced Kim Moore is a spokesperson and major participant in this event.
19. WBHK, WBHJ, WAGG, WPSB – Sponsor annual UNCF Fundraising to create money for minority college sponsorships.
20. WBHJ – JAMZ Corp radio station staff members and volunteers, twice monthly clean, paint, repair and restore parks, schools and recreational centers. Recognized by the Alabama Broadcasters Association at the Community Service Project of the year for 2008.
21. WBHJ Free Summer Flicks – Station provides Free Movies at a local theatre for children in the community, G-rated movies, a chance for children and their parents to avoid summer heat. May 26<sup>th</sup> – Labor Day weekend.
22. WBHK Summer Films in the Park – Twice monthly, May through September, Free family movies and food, in local parks. Station partners with City of Birmingham on this community service.
23. WBHJ – On going “Stop the Violence, Increase the Peace” – Campaign with local officials, ministers, community leaders and station on air personnel with messages urging people to stop the escalating community violence.

*WDBO(AM), Orlando, Florida:*

In the past 4 months WDBO has help raise over \$200,000 for two local charities. In December the Russell Home was the benefactor to a month long on air effort asking listeners to donate. The Russell Home cares for severely handicapped children. The home has been in Orlando for 50+ years and 100% of their operating budget comes from local donations. They receive no local, state or federal aid. In February WDBO

participated in an SPCA event, Paws in the Park. Their goal was to raise more money than the 2007 event generated (\$100,000). With WDBO participation we were able to not only help reach their goal but exceed it by \$50,000

*WWKA(FM), Orlando, Florida:*

1. Annual K92FM Bowling Challenge to benefit the Ronald McDonald Houses of Central Florida (occurs every January)
2. Annual K92FM All Star Acoustic Jam to benefit the Ronald McDonald Houses of Central Florida (occurs every January)
3. Annual K92FM Home Away from Home Radio-a-thon to benefit the Ronald McDonald Houses of Central Florida (occurs every February)
4. Annual K92FM Toys for Tots toy drive with US Marine Corp to collect toys for underprivileged children in Central Florida (occurs every December).
5. Opening Day of 2008 Oviedo Little League, co-hosted by K92FM and the Tampa Bay Rays (March 2008). K92FM publicized vandalism and theft at Oviedo Little League complex, leading to donations from public and Tampa Bay Rays major league baseball team, allowing the league to open their season on time and with adequate equipment and supplies.
6. 2008 Charity Challenge (May 2008) at the Citrus Bowl in Orlando, a community event hosted by K92FM morning personalities Doc and Grace, and sponsored by the Central Florida hospitality, hotel and apartment industries, raises money for a variety of local charities during day-long team events and competition. Last year's event raised over \$300,000 for more than 80 local charities.
7. Doc's Drive Thru Dollar for Tornado Relief (October 2008), where K92FM's morning host Doc encouraged listeners to donate to the American Red Cross to help victims of the tornadoes that hit Eustis, Florida in October (Eustis is a small community in Lake county, adjacent to the Orlando metro).
8. K92FM's March for the Troops, occurring every March, is a series of events throughout Central Florida that gives the community an opportunity to write cards and letters of encouragement to U.S. military personnel stationed overseas. K92FM provides the cards and then mails all the collected materials to personnel overseas, utilizing contacts with all branches of the military.

*WSB(AM), Atlanta, Georgia:*

1. WSB-AM joined with Americans for Fair Taxation to sponsor a FairTax Rally featuring Neal Boortz in May 2005 drawing more than 6000 to Gwinnett Center;

2. WSB-AM annually sponsors a 37-hour radio Careathon benefiting the AFLAC Cancer Center and Blood Disorders Service at Children's Health Care of Atlanta. In 2007, the event raised \$1.269million dollars bringing the total number of dollars raised to more than \$5.7 million.
3. WSB-AM and Clark Howard with volunteer listener support constructed 7 homes for Habitat for Humanity in 2007 and 2008;
4. WSB-AM and Clark Howard partner with the Georgia Clean Air Campaign to encourage commuters to give their cars a day off for one day in the month of June;
5. Since 1993, WSB-AM has operated the Clark Howard Consumer Action Center where more than 100 volunteers working for Clark empower the consumer through advice, education, and problem resolution. With three dedicated employees, the CAC takes calls weekdays from 10am until 7pm;
6. WSB-AM annually produces the Clark Howard Dump Your Debt Financial Seminar whereby talk host Clark Howard visits a minimum of four metro Atlanta Churches to answer consumer questions about money and finance including ways to reduce debt, save more and prepare for retirement.
7. WSB-AM in 2007 established its Prostate Proactivity Campaign – an effort to raise awareness and using all the station's hosts to encourage men to engage in prostate cancer screening. The 2008 campaign featured screenings at four Atlanta area locations. 1000 men participated in the screening campaign returning 150 positive test results.
8. WSB-AM and traffic reporter Herb Emory annually sponsor a remote broadcast to benefit the United States Marine Corp. Toys for Tots Drive;
9. WSB-AM Assistant Program Director Condace Pressley serves on the Board of Directors for Cobb County Library Foundation and for the Atlanta Press Club. She is also a former national President of the National Association of Black Journalists;
10. WSB-AM in partnership with Atlanta Gas Light annually present the Shining Light Award to a living Georgian whose life has left an indelible impression on the city of Atlanta. The award has been presented annually since 1962;
11. WSB-AM and morning show host Scott Slade has served as emcee of the Great Georgia Air Show in Peachtree City, GA since its inception;
12. WSB-AM annually sponsors the Clark Howard Christmas Kids Campaign whereby listeners provide holiday gifts for Georgia children in foster care.
13. WSB-AM regularly donates station gift baskets and other items for charity auctions and other non-profit fund-raising events in Atlanta.

*Cox Radio Jacksonville (WAPE-FM, WJGL(FM), WMXQ(FM), WOKV(AM), Jacksonville, WFYV-FM, Atlantic Beach, WOKV-FM, Ponte Vedra Beach):*

1. WJGL-FM produced and hosted the 4<sup>th</sup> annual Art & Wine Fest...an evening that features over 30 local artists and 15 local restaurants and benefits Shands Jacksonville-Neonatal Intensive Care Unit
2. WFYV-FM hosted the ROCK 105 Adult Prom with ticket and drink sales benefitting the Shriner's Children's Charities
3. WFYV-FM hosts 2<sup>nd</sup> annual Food Drive in November at three area off-site locations benefitting Second Harvest Food Bank
4. WOKV-AM/FM hosts an annual on-air fundraiser for Daniel Kids, and a series of news features outlining the work of this local charitable organization – and also promotes their annual fundraising golf tournament

*Cox Radio Louisville (WRKA(FM), WVEZ(FM), St. Matthews, WPTI(FM), Louisville, WSFR(FM), Corydon, Indiana):*

1. St. Joseph Children's Home Annual Picnic, WVEZ, WSFR, WRKA & WPTI
2. St. James Art Fair, WVEZ & WRKA
3. Portland Festival, WVEZ, WSFR, WRKA & WPTI
4. St. Baldrick's Day – WRKA
5. Abbey Road on the River –WRKA, WSFR
6. Gaslight Festival, WVEZ, WSFR, WRKA & WPTI
7. Harvest Homecoming, WRKA & WSFR
8. Light Up Louisville, WVEZ, WSFR, WRKA & WPTI  
Thunder Over Louisville, WRKA, WVEZ, WSFR, WPTI
9. Rodes City Run, WVEZ

*Cox Radio Richmond (WDYL(FM), Chester, WKHK(FM), Colonial Heights, WKLR(FM), Fort Lee, WMXB(FM), Richmond):*

1. Making Strides Against Breast Cancer Walk: A fundraising walk to benefit the American Cancer Society. WMXB was on location, with Jack and Jen in the Morning MC'ing the event, Mix 103-7 had a team of staff and listeners who fundraised and walked in the event. WMXB ran liners for 3 weeks leading up to the event and sent all on air personalities and street team members to the event. WMXB had a dedicated page on mix1037.com for event, a month leading up to event. Mix 103-7 also conducted 2 interviews with ACS on the morning show. Mix 103-7 ran a free of charge commercial schedule 1 month prior to the event. The event was included in the October Enewsletter.



2. **Pumpkinpalooza:** A fundraising event to benefit The Faison School for Autism. WMXB was on location, with Jack and Jen in the Morning MC'ing the event. Mix 103-7 had a team that carved a pumpkin for the event. WMXB ran liners for 2 weeks leading up to the event and sent Jack and Jen and street team members to the event. WMXB had a dedicated page on mix1037.com for event, a month leading up to event. The event was included in the October Enewsletter. Mix 103-7 conducted a ticket giveaway for the Pumpkin Preview Party during the week of 10/8- total of 15 mentions.
3. **Lady in Red Halloween Party:** A fundraising event to benefit The Chesterfield County Education Foundation. WMXB was on location, with Fisher MC'ing the event. WMXB ran liners for 2 weeks leading up to the event and sent Jack and Jen and street team members to the event. WMXB had a dedicated page on mix1037.com for event, 2 weeks leading up to event. The event was included in the October Enewsletter. Mix 103-7 conducted a ticket giveaway for the event during the week of 10/22- total of 15 mentions.
4. **SPCA:** A representative brings dogs up for adoption in the studio on the morning show on WDYL and WKLR.
5. **Suntrust Richmond Marathon:** A fundraising event to benefit Donate Life America. WMXB was on location, both during the Marathon at a party zone and also at the Crocs Marathon Concert in the evening at Toad's Place, with Fisher introducing the band on stage at Toad's Place. WMXB ran liners for 2 weeks leading up to the event. WMXB had a dedicated page on mix1037.com for event, a month leading up to event. The event was included in the November Enewsletter. Mix 103-7 conducted an interview with Alex Band, headliner for the Crocs Marathon Concert, as well as representatives from Sportsbackers and Donate Life.
6. **Making Strides against Breast Cancer Walk:** A fundraising walk to benefit the American Cancer Society. WKHK was on location, with Tara Hunter, she also participated in the walk. WKHK ran liners for 2 weeks leading up to the event and Tara Hunter WKHK on air personality and street team members to the event. WKHK listed the event on the k95Country.com Best Bets Calendar with detailed information of the event. The event was included in the October Enewsletter.
7. **Rock For Toys:** The Planet partnered with Sin Sity (a local rock band), the US Marines and Ashley furniture for Rock for Toys. The concert featured four bands playing at Breakers in the West End. The goal of the concert is to collect Toys for Tots. A toy or \$5 donation to Toys for Tots equaled your admission for the night.

8. Carytown New Years Eve: Y101 and the Planet joined with RVA Magazine and Carytown Merchant's Association for the Carytown (in Richmond) New Year's Eve Party to benefit the Byrd Theatre Foundation and Harvey Family Memorial Fund. The Byrd Theatre is a historical theater in Richmond.
9. Silver Bells Program: WMXB partnered locally in 2006 and 2007 with the Salvation Army to promote its "Silver Bells" program, which provides more than 1,000 senior citizens in nursing homes with clothing, food and grocery store gift cards. In 2007, ten station employees adopted a senior citizen, and the station provided \$12,000 of on on-air and web site support.
10. K95 Mattress Discounters Book Drive: K95 and Mattress Discounters partnered to collect new and gently used children's books for the local Ronald McDonald House. Listeners were encouraged through recorded and web promos to drop books at any area Mattress Discounters location to help children less fortunate. K95 featured the Ronald McDonald House charity on the Mattress Discounters Charity web page on k95country.com as well as on air support for 8 weeks.
11. Central VA Foodbank: Staff and listeners from "The Morning Sludge Show" on WDYL collected a record-breaking 10,000-plus pounds of nonperishable food items for the Central Virginia Foodbank. The station dedicated five days of 24-hour live broadcasts (a \$65,000) value from a local grocery store to generate donations.
12. Blood Drive: Virginia Blood Services and Cox Radio Richmond partnered together for a record setting blood drive for Richmond, raising 322 qualified blood donations. January is an important time of the year when the area's blood supply is always at its lowest. The blood bank had a critically low state of O positive and B negative blood. With the help of Cox Radio Richmond listeners, Virginia Blood Services reached an acceptable level of both blood types.
13. St. Jude Children's Research Hospital: WKHK holds an annual "K95 Country Cares for St. Jude Kids Radiothon." 2008 marked the 18<sup>th</sup> anniversary of the event, and K95 raised \$222,613 in donations for the children's research hospital during the two day event.
14. St. Jude Children's Research Hospital: WKHK hosted a 5k run/walk called "The Run for Kids that Can't" on March 9<sup>th</sup> at a local fitness club 2 years in a row. In 2008 the event raised about \$3,000 for St. Jude Children's Research Hospital.

15. Corolla-thon: Local Toyota Dealers and Cox Radio Richmond presented the “Hands On Corolla-thon” at the Virginia Motor Trend International Auto Show at the Greater Richmond Convention Center. The event began March 6<sup>th</sup> at 6pm (EST) and continued until 3pm (EST) on Sunday, March 9<sup>th</sup>. Contestants had to be in physical contact with the car at all times for the duration of the contest, excluding 15 minute breaks every three hours. The winner received a 2009 Toyota Corolla.
16. Shamrock the Block 3 of Cox Radio Richmond’s stations WMXB, WKLR and WDYL were media sponsors for the 5<sup>th</sup> annual Shamrock the Block. The all day music festival brought more than 15,000 people to 18<sup>th</sup> Street in Shockoe Bottom, located in downtown Richmond. A portion of the proceeds went to Greater Richmond SCAN (Stop Child Abuse Now.)
17. ASK Fun Walk & 5k: Cox Radio is a media partner in this fundraising event that celebrates the courage displayed by area children with cancer, as well as that of their families. The walk takes place in Glen Allen, Virginia – local to Richmond. ASK is a local non-profit organization dedicated to making life better for children with cancer.
18. Relay for Life: Cox Radio is a media sponsor for the Relay for Life in Richmond, VA. Teams of eight to 15 members gather with tents and sleeping bags with the goal of keeping one person on the track at all times. Relay for Life brings together friends, families, businesses, hospitals, schools, churches....people from all walks of life. Teams seek sponsorship prior to the Relay, all with the goal of eliminating cancer.
19. Donate Life: WMXB will partner with Donate Life Partnership Saturday, April 19<sup>th</sup> for the Retail Merchants Association’s Donor Appreciation Day.
20. Richmond Animal League: Each week Jack and Jen on WMXB promote “furry friends,” featuring a pet from the Richmond Animal League that needs to be adopted.
21. Woofstock: WMXB is a sponsor for the 2008 Woofstock Festival. The festival features 2 local bands and will raise money for the Richmond Animal League.
22. Monument Avenue 10k: All 4 Cox Radio Richmond stations are media sponsors for the Monument Avenue 10k. Runners in the race are encouraged to raise money for the local VCU Massey Cancer Center.

*WEZN-FM, Bridgeport, Connecticut:*

1. Food Drive to benefit The Connecticut Food Bank.
2. The Angel Tree Program-Listeners and Businesses fulfill the holiday toy requests for children that are less fortunate.
3. Ladies Golf Tournament to benefit “Swim Across the Sound”, a charity that supports breast cancer research.
4. Project Star-an on air program encouraging listeners to reduce, reuse and recycle.

*WPLR(FM), New Haven, Connecticut:*

1. Toy Drive- we broadcast an entire morning raising donations of cash and toys that we in turn donate to various organizations for needy children.
2. The WPLR Radiothon to support The Tommy Fund is a 28 ½ Radiothon that raised almost \$120,000 to support children and their families in the battle against childhood cancer.
3. WPLR Day of Giving. Listeners donate cash which is used to by phone cards for local families that have a loved one serving in Iraq so they can stay in touch and not incur the expense of having to do so.
4. The Mile Lapatino Golf Tournament. Lapatino is a host on WPLR and each year collectively we hold a golf Tournament to benefit the Norma Pfreem Foundation...a local organization that supports a Breast Cancer center at Bridgeport Hospital. We just celebrate the 10<sup>th</sup> Anniversary of the event and over the course of 10 years nearly \$200,000 has been raised.

*KRMG(AM), Tulsa, Oklahoma:*

1. Debates before the Tulsa Kiwanis Club and various other civic groups (broadcast live) on political issues and elected positions (district attorney, mayoral, gubernatorial, congressional, etc).
2. Key fundraising campaigns for Operation Aware of Oklahoma and The Make A Wish Foundation. Collectively, these two major campaigns raise over \$200,000 annually in about six days.
3. Education campaigns and blood drives for local organizations such as The American Red Cross, and Oklahoma Blood Institute.
4. Green Country Home & Garden Show locally produced by Cox Radio personnel allows listeners the opportunity to have questions answered from local experts regarding all things home and garden, in addition to allowing local advertisers a face-to-face appointment with prospective clients.

*KWEN(FM), Tulsa, Oklahoma:*

1. The Cash and Carey Most Music Morning Show features a “pet of the week” on KWEN each week from the Tulsa Humane Society.
2. McDonald’s Day of Love to raise money for the Ronald McDonald House each February
3. Children’s Miracle Network Radio-thon each July (beginning in 2007)
4. Asthma Walk sponsor each May
5. Broken Arrow Relay for Life sponsor each June (for the American Cancer Society)
6. Fundraiser for the Tulsa Humane Society throughout the year (Bark at the Park) at the Tulsa Driller’s stadium in April, Santa Paws drive thru fundraiser in December.
7. Salvation Army Angel Tree sponsor each November and December
8. Free Firewood Giveaway during the ice storm in December, 2007

*KJSR(FM), Tulsa, Oklahoma:*

1. Sponsored the Abate of Tulsa’s Annual Toys for Tots Toy Run with the Marines in December, 2007. Plans to sponsor this event again in December, 2008.
2. Helping to promote a Motorcycle Safety and Blood-drive with Abate of Tulsa that will occur May 3, 2008.

*KRAV-FM, Tulsa, Oklahoma:*

1. Host annual Baby-fest and Family Expo – a free event for the public – that offers wide variety of information i.e. health issues, safety practices, cooking tips, home improvement ideas, etc.

*KKCM(FM), Sand Springs, Oklahoma:*

1. Created our own 5013C Non Profit called the “The Spirit Network” designed to meet immediate needs by individuals who can apply on line. From a single mother who needed money to fix her car, to a family who needed financial help due to medical bills piling up because of Leukemia, Spirit teamed up with the Tulsa Community Foundation for this project.
2. Every Christmas, we join with KJRH (NBC Affiliate) to raise canned food for the Community Food Bank of Eastern Oklahoma
3. Helped raise awareness for Operation Aware by participating in their Holiday Mart

4. During the ORU Basketball season, sponsored the “Bombs Away Burgers” promotion to raise money for Wendy’s Wonderful Kids Adoption Foundation.
5. Every Year we take part in the McDonalds Day of Love, raising money for the Ronald McDonald House
6. Helped raise money for the Shriners Hospital by encouraging listeners to eat at IHOP, where proceeds benefited Shriners.
7. Joined with a local businessman to honor those fallen soldiers and their families with a dinner and each family receiving an award to take home with them.
8. Joined with the Cornerstone Assistance Network in collecting turkeys at Christmas for the less fortunate.
9. 2 years running promoted benefit concerts with Spirit 102.3 artists to raise money for the Adoption Center of NE Oklahoma.
10. Spent an entire month giving away money to charities and churches as chosen by our listeners.
11. 2 years running, joining with Blue Star Mothers to raise money to ship items overseas to soldiers, by selling scoops of Ice Cream.
12. Joined with Dept of Human Services & a local grocery chain to collect baby items for foster kids and children in the custody of the State.
13. Various blood drives throughout the year with the American Red Cross & Oklahoma Blood Institute
14. In the wake of the May 2007 floods, we collected much needed items for the Bartlesville area and delivered them to Bartlesville for distribution.
15. Helped promote the “Flap Jack Dash”, a sanctioned run to help raise funds for a local Christian school.
16. Every Christmas, help collect toys for low income areas of West Tulsa, with a local car dealer.
17. Winter Jam ’08 concert where over 11,000 people attended. Concert for families and church groups to be able to experience a positive public concert environment.
18. Co-Sponsored a Community Easter Egg Hunt with a local church with over 1200 participants.
19. Each 4<sup>th</sup> of July, co-sponsor a free Fireworks Display with a local church.
20. This coming 4<sup>th</sup> of July Holiday will be co-sponsoring an additional fireworks display and concert with a local church which includes a concert that will benefit the Blue Star Mothers who send items overseas to servicemen all over the world.



## PARTNER SUMMARY

December 7, 2007 – January 10, 2008

**PLEASE WELCOME**



**ACE**  
Hardware



**...TO THE WFTV 9 FAMILY CONNECTION PARTNERSHIP!**

### 2007 IN REVIEW

#### **IN 2007, WFTV 9 FAMILY CONNECTION:**

<b>SUPPORTED</b>	81 Organizations
<b>PARTICIPATED</b>	In 45 Events
<b>COLLECTED</b>	554,688 pounds of food for Second Harvest Food Bank
<b>RECRUITED</b>	2,724 Donors for Florida's Blood Centers
<b>RECEIVED</b>	156,266 toys for the USMC Reserve Toys For Tots campaign
<b>BENEFITTING</b>	26,266 children
<b>RAISED</b>	\$8,946,918.23 to benefit community organizations

#### **I AM THE ONE - PRIME TIME SPECIALS:**

Our first prime time special addressed the issue, that there are more kids who are considered, "at risk" than there are people who are out there trying to help. We learned that there are 20,000 juvenile arrests every year and that there are some that can't be helped by their parents or the existing court system. Some make it all the way to the adult jail before they get help. In the jail is where we introduce our first set of volunteers.

The second special, focused on the people who are out there making a difference in the lives of children by volunteering. We met volunteers who help children who have parents in jail, volunteers who help abused children, volunteers who help homeless children, volunteers who help pregnant children, volunteers who help sick children and volunteers who coach children who've never seen a ball glove. Then we challenged the community to get involved and promised to help them by supplying \$1,000 grants.

#### **I AM THE ONE - GENERAL SUMMARY:**

The Tornado Recovery Drives of February, 2006 brought in \$181,000.00 from the sales of Midland Weather Radios. In partnership with the HEART OF FLORIDA UNITED WAY, these funds are designated to support the **I AM THE ONE** program. These are the general disbursements so far:

- \$50,000.00 = 9-County Reading Challenge (divided between the 9 Counties in our DMA)
- \$36,000.00 = Individual Partner Projects at \$9,000.00 each
- \$17,000.00 = First round of IATO \$1,000 Grants

## **TOYS FOR TOTS SANTA SATURDAYS**

Set-up began at 8:15 A.M. Events began at 9:00 A.M. WFTV's Vanessa Welch was on the air throughout the morning doing live cut-ins and urging viewers to participate! Here is a summary of the displays and participants:

### **DECEMBER 8TH**

Marines & Cargo Trucks  
9FC Partners  
Orange Co. Health Dept - Flu Shots  
Florida's Blood Center's L1 Red Bus  
K92FM  
Moonbounce For Kids  
WFTV On-Air Personalities  
Free Photos with Santa  
SPCA of Central Florida  
Freedom Ride - Pony  
Herbie the Love Bug  
USS Have Star Trek Club  
Orlando Science Center  
Orange County Sheriff's Safety Village  
Orlando Science Center

### **ENTERTAINMENT**

10:00-Sparklers (Sem. Co Sp. Olympics Cheerleaders)  
10:30-Hunters Creek Chorus  
11:00-Frangus Elementary Chorus  
11:30-Blankner School Chorus  
12:00-Colonial High School Orchestra

### **DECEMBER 15TH**

Marines & Cargo Trucks  
9FC Partners  
Florida's Blood Center's L1 Red Bus  
K92FM  
Moonbounce For Kids  
WFTV On-Air Personalities  
Free Photos with Santa  
SPCA of Central Florida  
Freedom Ride - Pony  
Herbie the Love Bug  
USS Have Star Trek Club  
Orlando Science Center  
Beak Two Beak/SOAR  
Orange County Sheriff's Safety Village  
Orlando Science Center

### **ENTERTAINMENT**

10:00-Sparklers  
10:30-Gotha School Orchestra  
11:00-Sparklers  
11:30-Caproni Music  
12:00-Timber Creek Chorus

These events included 8 live cut-ins each Saturday by WFTV Personality Vanessa Welch, featuring donors and 9FC Partners, throughout the two mornings and reports within **Good Morning America** and the **WFTV Noon News**. As stated earlier, this year we collected 156,266 toys that were distributed to 26,266 Children throughout Central Florida!

## **DUCKS UNLIMITED PSA**

This PSA featuring Morgan Freeman will continue to air throughout the year, promoting conservation.

## **RINGLING BROS. & BARNUM & BARTLEY FAMILY NIGHT**

We are presenting a WFTV 9 Family Connection "Family Night" this evening at 7:30pm. PSA's have been airing since December 18<sup>th</sup>. Our News Anchor Darrell Greene will be the honorary Ringmaster, welcoming Circus Patrons on behalf of WFTV 9 Family Connection and Partners. Through this sponsorship we were able to donate **100** passes to the Boys and Girls Clubs of Central Florida!

## **LEUKEMIA LYMPHOMA SOCIETY'S PASTA FOR PENNIES**

Each year, school kids are encouraged to bring spare change to their school. The money is counted and donated to the Leukemia Lymphoma Society. The class that collects the most money wins a Pasta lunch, provided by Olive Garden Restaurants, hosted by Bob Opsahl and Barbara West, right here at WFTV in Studio A. 9FC has been involved in this campaign for 10 years! Last year this event raised \$560,000.00! The Campaign Letter from Bob Opsahl and Barbara West was distributed to children's parents at over 300 schools to make them aware of this campaign. PSA's will air from January 25<sup>th</sup> through February 22<sup>nd</sup>. The winning class will have their luncheon with Bob & Barbara toward the end of April.

## **THE GOLDEN RULE FOUNDATION'S ANNUAL GALA**

The Golden Rule Foundation helps children learn the value of giving to others, by funding community events ultimately helping children learn the value of good character and conduct in life. This year's Gala will be held at the Lafonda Estate. Situated on the Lake Nona Golf Course, this 11,000 square foot castle-residence, features imported architectural pieces from around the world! This event will be held the evening of February 9<sup>th</sup>. PSA's for this event will begin airing on January 21<sup>st</sup> and continue through February 8<sup>th</sup>. 9FC Partners will enjoy complimentary admission. Please let me know if you will be attending by cob, Wednesday, February 6<sup>th</sup>.



### **UPCOMING 9FC SCHEDULE**

<b>ORGANIZATION</b>	<b>Event/Campaign</b>	<b>Date(s)</b>	<b>Time</b>	<b>Location</b>
Ducks Unlimited	COX Going Green	Through 2008	---	---
I AM THE ONE	Application Process	Jan 1 - Feb 28	---	---
Ringling Circus	Family Night	Jan. 11th	7:30pm	Amway Arena
Leukemia Lymphoma Society	Pasta For Pennies	Jan 25 - Feb 22	---	Central Florida
Golden Rule Foundation	The Art of Giving	Sat. Feb. 9th	6:30 P.M.	Church St. Ballroom
Orlando Philharmonic	Peter and the Wolf	Sun. Feb 24th	2:00p	Bob Carr PAC
I AM THE ONE	Application Process	Mar. 1 - Apr. 30	---	---

### **UPDATES, QUESTIONS, & CONCERNS**

### **COOL STUFF**

- ① Partner DVD
- ① Participation Certificate
- ① Golden Rule Foundation Lafonda Estate Invitation

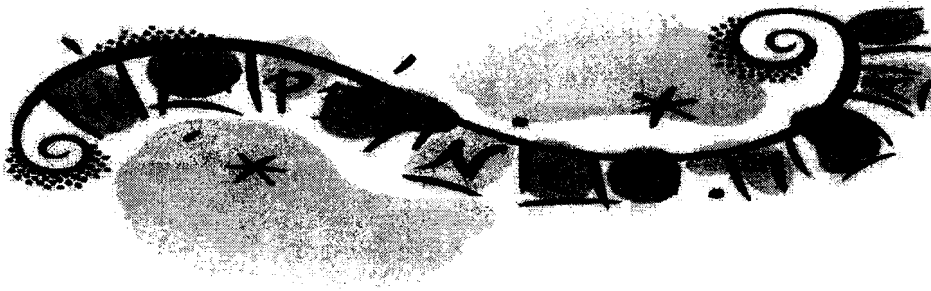
### **FOLLOW-UP**

Golden Rule Gala:

Please respond to me, by Wednesday, February 6<sup>th</sup>, cob.

### **NEXT PARTNER MEETING**

Friday, February 8, 2008 WFTV Main Conference Room





## PARTNER SUMMARY

January 11 – February 7, 2008

### **DUCKS UNLIMITED PSA**

This PSA featuring Academy Award nominee Morgan Freeman supports conservation and Cox Enterprises' *Going Green* campaign and will continue to air throughout the year.

### **HEART OF FLORIDA UNITED WAY – 211 Information Campaign**

United Way 2-1-1 is the community resource and referral helpline for residents in Orange, Osceola and Seminole counties. It is operated 24 hours a day, 7 days a week, 365 days a year, and provides free, one-stop information referrals to more than 400 health and human service agencies offering nearly 4,000 services here in Central Florida. 9FC supports this service and PSA's air through 2008 as well as information on the 9FC web site.

### **I AM THE ONE - Application Process**

We are currently airing PSA's inviting our viewers to apply for \$1,000.00 Grants to benefit the youth of Central Florida. This will continue through April.

### **RINGLING BROS. & BARNUM & BAILEY CIRCUS FAMILY NIGHT**

9FC presented "Family Night" at this great family entertainment spectacular on January 11<sup>th</sup> at the 7:30 performance. WFTV Eyewitness News anchor Darrell Greene welcomed the full house at the Amway Arena on behalf of 9FC and Partners! PSA's aired from December 18<sup>th</sup> through January 11<sup>th</sup>. Through this sponsorship we were able to donate 100 FREE passes to the Boys and Girls Clubs of Central Florida!

### **LEUKEMIA-LYMPHOMA SOCIETY'S PASTA FOR PENNIES**

Each year, school kids are encouraged to bring spare change to their school. The money is counted and donated to the Leukemia Lymphoma Society. The class that collects the most money wins a Pasta lunch, provided by Olive Garden Restaurants, hosted by Bob Opsahl and Barbara West, right here at WFTV in Studio A. 9FC has been involved in this campaign for 10 years! Last year this event raised \$560,000.00! The Campaign Letter from Bob Opsahl and Barbara West was distributed to parents at over 300 schools to make them aware of this campaign. PSA's will air from January 25<sup>th</sup> through March 14<sup>th</sup>. The winning class will have their luncheon with Bob & Barbara toward the end of April.

### **THE GOLDEN RULE FOUNDATION'S ANNUAL GALA**

The Golden Rule Foundation helps children learn the value of giving to others, by funding community events ultimately helping children learn about good character and conduct in life. This year's Gala will be held at the Lafonda Estate. Situated on the Lake Nona Golf Course, this 11,000 square foot castle-residence, features imported architectural pieces from around the world! This event will be held tomorrow evening. PSA's for this event began airing on January 21<sup>st</sup> and continue through today.

### **CYSTIC FIBROSIS FOUNDATION'S GREAT STRIDE WALKS**

Cystic fibrosis is an inherited chronic disease that affects the lungs and digestive system of children and adults. A defective gene and its protein product clogs the lungs and leads to life-threatening lung infections, obstructs the pancreas and stops natural enzymes from helping the body break down and absorb food. In the 1950s, few children with cystic fibrosis lived to attend elementary school. Today, with this type of community support, advances in research and medical treatments have further enhanced and extended life for children and adults with CF. Many people with the disease can now expect to live into their 30s, 40s and beyond. PSA's are currently airing and will continue through May 15<sup>th</sup>. 9FC will host their kick-off luncheon in Studio A on Thursday February 28<sup>th</sup>.

**BLACK HISTORY MONTH**

WFTV & WRDQ will be honoring several achievers for Dream Builders, throughout the Month of February for Black History Month. Val Demings, Orlando Police Chief will be featured in the PSA for 9FC and tagged with each of the Partner logos. It will air throughout the month of February.

**UNITED ARTS OF CENTRAL FLORIDA - CAPITAL CAMPAIGN**

United Arts of Central Florida supports more than 50 arts, culture, history and science organizations, and provides 600,000 student experiences in arts education programs. Each year, 9FC supports the capital campaign, which helps maintain the arts experiences and quality of life in Central Florida. PSA's began airing Monday February 4<sup>th</sup> and will continue through May 15<sup>th</sup>. Last year's campaign raised \$5,992,335.00

**ORLANDO PHILHARMONIC ORCHESTRA'S DARDEN FAMILY SERIES**

In 1936 Sergei Prokofiev was commissioned to write a light-hearted piece for children. He was given a libretto, but he didn't like it, so he completely rewrote the story. The music was completed in a week. *Peter and the Wolf* was the result, and it is a work still loved by children and adults alike. Each character is featured by a specific instrument, introducing children to the individual sounds that makes an orchestra complete. This concert will be presented on February 24<sup>th</sup> at the Bob Carr PAC. Pre-show activities begin at 2:00pm and the Performance begins at 3:00pm. PSA's will air February 11 through the 22<sup>nd</sup>. You have a pair of reserved seat tickets in your goody bag.

## UPCOMING 9FC SCHEDULE

ORGANIZATION	Event/Campaign	Date(s)	Time	Location
Ducks Unlimited	COX Going Green	Through 2008	---	---
I AM THE ONE	Application Process	Jan 1 – Feb 28	---	---
Leukemia Lymphoma Society	Pasta For Pennies	Jan 25 – Mar 14	---	Central Florida
Golden Rule Foundation	Golden Evening Gala	Sat. Feb. 9th	6:30 P.M.	Church St. Ballroom
Orlando Philharmonic	Peter and the Wolf	Sun. Feb 24th	2:00/3:00p	Bob Carr PAC
I AM THE ONE	Application Process	Mar. 1 – Apr. 30	---	---
Cystic Fibrosis Foundation	Great Stride Walks	Feb 16 – May 15th	---	Various

## UPDATES, QUESTIONS, & CONCERNS

## Hurricane Handbook Copy Changes

## COOL STUFF

- ② Partner DVD
- ③ Orlando Philharmonic Orchestra tickets, card, brochure & parking info.

## NEXT PARTNER MEETING

**Friday, March 7, 2008 WFTV Main Conference Room**

~ WFTV 9 Family Connection ~  
Community Coverage You Can Count On!!



## PARTNER SUMMARY

February 8 – March 6, 2008

### **DUCKS UNLIMITED PSA**

This PSA featuring Academy Award nominee Morgan Freeman supports conservation and the Cox Enterprises *Going Green* campaign and will continue to air throughout the year.

### **HEART OF FLORIDA UNITED WAY – 211 Information Campaign**

United Way 2-1-1 is the community resource and referral helpline that is operated 24 hours a day, 7 days a week, 365 days a year, and provides free, one-stop information referrals to more than 400 health and human service agencies offering nearly 4,000 services here in Central Florida. In addition to the informative PSA's currently airing, that give a call to action, we have also modified one of the Eyewitness News features showing how the resource is actually being used in the community.

### **I AM THE ONE - Application Process**

We are currently airing PSA's inviting our viewers to apply for \$1,000.00 Grants to benefit the youth of Central Florida. This will continue through April.

### **LEUKEMIA-LYMPHOMA SOCIETY'S PASTA FOR PENNIES**

Each year, school kids are encouraged to bring spare change to their school. The money is counted and donated to the Leukemia Lymphoma Society. The class that collects the most money wins a Pasta lunch, provided by Olive Garden Restaurants, hosted by Bob Opsahl and Barbara West, right here at WFTV in Studio A. PSA's will air from January 25<sup>th</sup> through March 14<sup>th</sup>. The winning class will have their luncheon with Bob & Barbara toward the end of April.

### **THE GOLDEN RULE FOUNDATION'S GOLDEN EVENING**

The Golden Rule Foundation helps children learn the value of giving to others, by funding community events ultimately helping children learn about good character and conduct in life. This year's Golden Gala was held at the Lafonda Estate at Lake Nona. PSA's for this event began airing on January 21<sup>st</sup> and continued through February 8<sup>th</sup>. Martie Salt appeared at this event on behalf of 9FC and Partners. This year's event raised \$57,000.00!

### **CYSTIC FIBROSIS FOUNDATION'S GREAT STRIDE WALKS**

Cystic Fibrosis is an inherited chronic disease that affects the lungs and digestive system of children and adults. PSA's are currently airing and will continue through May 15<sup>th</sup>. 9FC hosted their kick-off luncheon in Studio A on Thursday, February 28<sup>th</sup>. The 9FC Partner banner is displayed at each event.

### **UNITED ARTS OF CENTRAL FLORIDA - CAPITAL CAMPAIGN**

United Arts of Central Florida supports more than 50 arts, culture, history and science organizations, and provides 600,000 student experiences in arts education programs. Each year, 9FC supports the capital campaign, which helps maintain the arts experiences and quality of life in Central Florida. PSA's began airing Monday February 4<sup>th</sup> and will continue through May 15<sup>th</sup>. Last year's campaign raised \$5,992,335.00

### **ORLANDO PHILHARMONIC ORCHESTRA'S DARDEN FAMILY SERIES**

*PETER AND THE WOLF* was presented on February 24<sup>th</sup> at the Bob Carr PAC. PSA's aired February 11 through the 22<sup>nd</sup>. The next concert *BEETHOVEN LIVES UPSTAIRS* is scheduled for Sunday, April 13<sup>th</sup>. PSA's are scheduled for March 28<sup>th</sup> – April 12<sup>th</sup>.

### **ORLANDO SCIENCE CENTER'S PET FAIR**

This will be the 41<sup>st</sup> Annual Pet Fair and will take place at Loch Haven Park on Saturday, April 12<sup>th</sup> & Sunday, April 13<sup>th</sup>, with special shows, contests and demonstrations:

#### **PET FUN**

- World-famous Superdogs
- Exotic Animals
- Flawless grooming vendors
- Free veterinary exams
- Complimentary pet-sitting while guests enjoy the Science Center

#### **BI-PEDAL FUN**

- Children's bounce house, crafts, and games
- Teddy Bear Repair
- Pet-friendly photo areas
- Great tips on pet care
- Classic carnival games
- Pet toys, accessories, food and beverage vendors

This is a great celebration for pets and their people! PSA's will begin airing Monday, March 24<sup>th</sup>.

### **ROLLINS COLLEGE HAMILTON HOLT SCHOOL'S STARRY STARRY NIGHT**

Each year this event raises funds to provide educational scholarships. It is a grand evening of fine dining, live & silent auctions and dancing. This years it will be held on Friday April 18<sup>th</sup> at the Alford Sports Center on the Rollins College Campus, and will feature an Italian-themed evening. PSA's will begin on Monday, March 31<sup>st</sup> and will air through April 17<sup>th</sup>. We have a complimentary table available at this event, so let me know by Wednesday, April 16<sup>th</sup> if you would like to attend.

### **CROSSWINDS YOUTH SERVICES GREAT BREVARD DUCK RACE**

Crosswinds' shelter offers a welcoming, homelike setting for children and teens in need of emergency residential care. The shelter is a safe haven for young people who have run away or are homeless, those awaiting foster homes, and those who are otherwise in crisis and their families.

#### **Crosswinds Support and Services Include:**

- ☆ *24/7/365 supervised shelter and care for young people ages 10-17*
- ☆ *Comprehensive assessments for youth and families*
- ☆ *Individual, group, and family counselling services*
- ☆ *Case management services*
- ☆ *Educational, vocational, and recreational services designed to strengthen skills for success*
- ☆

The Great Brevard Duck Race provides funding for these programs and the shelter. 15,000 numbered rubber "duckies" are dumped into the slip at the Titusville Yacht Club, and they "race" to the finish line! Prizes include:

1. Grand prize of a 7-Night Luxurious Caribbean Cruise for two on Royal Caribbean International
2. A 3-Night cruise aboard the Disney Wonder to the Bahamas, including Nassau and Castaway Cay
3. A Shopping Spree at Dillard's in Merritt Square Mall
4. A Gift Certificate from Bonsall Portraits
5. Four full-day Fishing Trips from Obsession Charters in Port Canaveral
6. Membership for three months for a family of two to Health First's Pro-Health & Fitness Centers
7. Two Annual Passes to Sea World Orlando
8. ...and more!

PSA's begin to air on Monday March 31<sup>st</sup> and will continue through Friday April 18<sup>th</sup>. Tom Terry will appear at this event on behalf of 9FC and Partners.

### **BOYS AND GIRLS CLUBS STEAK & STEAK DINNER**

This event is the largest and most important fundraiser of the year for our Central Florida Boys and Girls Clubs. These funds are essential for keeping the local clubs operating. This year's event will be held at Sea World's Ports of Call at 6:00pm on Thursday, April 24<sup>th</sup>, and will feature many of the youth that have benefitted by the myriad of programs offered. PSA's will air from Monday March 31<sup>st</sup> through April 23<sup>rd</sup>. 9FC will have a complimentary table at this event. Please RSVP to me by Friday, April 18<sup>th</sup>.

### **ORANGE COUNTY HEALTH DEPARTMENT DROWNING PREVENTION**

9FC will be partnering with the OCHD in supporting a drowning prevention program that will include all 9 counties in our viewing area. We will produce spots that heighten the awareness for parents and caretakers. It will be supported by a primary reading program geared toward young children. PSA's will begin to air Monday, April 21<sup>st</sup> and will continue through the summer.

### **UPCOMING 9FC SCHEDULE**

<b>ORGANIZATION</b>	<b>Event/Campaign</b>	<b>Date(s)</b>	<b>Time</b>	<b>Location</b>
Ducks Unlimited	COX Going Green	Through 2008	---	---
United Arts	Capital Campaign	Through May 15th	---	Central Florida
Leukemia Lymphoma Society	Pasta For Pennies	Jan 25 - Mar 14	---	Central Florida
I AM THE ONE	Application Process	Mar. 1 - Apr. 30	---	---
Cystic Fibrosis Foundation	Great Stride Walks	Feb 16 - May 15th	---	Various
Family Services	Child Abuse Prevention	All month	---	Central Florida
Orlando Philharmonic	Darden Family Series	April 13th	2:00p	Bob Carr PAC
Orlando Science Center's	Annual Pet Fair	April 12 & 13	9:00a - 6:00p	Loch Haven Park
Rollins College Hamilton Holt	Starry Starry Night	April 18th	7:00p-10:00p	Rollins Sports Center
Crosswinds Youth Services	Duck Race	April 20th	Noon	Titusville Yacht Club
Boys and Girls Clubs	Steak & Steak dinner	April 24th	6:00p	SeaWorld Ports of Call
OCHD	Drowning Prevention	April 21 <sup>st</sup> - Summer	---	Central Florida

### **UPDATES, QUESTIONS, & CONCERNS**

### **COOL STUFF**

- ① Partner DVD
- ② 9FC sling-back backpacks

### **REMINDERS**

TABLES WILL BE FILLED FIRST COME FIRST SERVED...

**1) Starry Starry Night - Friday, April 18<sup>th</sup> 7:00pm at Rollins College**

Please respond\* by COB Wednesday, April 16<sup>th</sup>

**2) Boys and Girls Clubs Steak & Steak - Thursday, April 24<sup>th</sup> at SeaWorld Ports of Call**

Please respond\* by COB Monday, April 21<sup>st</sup>

\* cindy.potter@wftv.com

### **NEXT PARTNER MEETING**

Friday, April 4, 2008 WFTV Main Conference Room





## PARTNER SUMMARY

March 7 – April 3, 2008

### **EARTH HOUR**

Cox and WFTV supported an energy-wise one-hour power-moratorium this past Saturday evening, where residences and business were encouraged to turn off their light for just one hour. We modified the PSA's to include the 9FC Partners and they aired from Wednesday, March 26<sup>th</sup> through Saturday, March 29<sup>th</sup>.

### **DUCKS UNLIMITED PSA**

This PSA featuring Academy Award nominee Morgan Freeman supports conservation and the Cox Enterprises *Going Green* campaign and continues to air throughout the year.

### **HEART OF FLORIDA UNITED WAY – 211 Information Campaign**

United Way 2-1-1 is the community resource and referral helpline that is operated 24 hours a day, 7 days a week, 365 days a year, and provides free, one-stop information referrals to more than 400 health and human service agencies offering nearly 4,000 services here in Central Florida. In addition to the informative PSA's currently airing, that give a call to action, we have also modified one of the Eyewitness News features showing how the resource is actually being used in the community.

### **I AM THE ONE - Application Process**

We are currently airing PSA's inviting our viewers to apply for \$1,000.00 Grants to benefit the youth of Central Florida. This will continue through April.

### **LEUKEMIA-LYMPHOMA SOCIETY'S PASTA FOR PENNIES**

This year's winning class is from Discovery Academy in Lake Alfred (Polk County). They raised nearly \$7,000.00! We have a tentative Pasta Luncheon date set for Thursday, April 24<sup>th</sup> with Barbara West and Bob Opsahl, here in studio B.

### **CYSTIC FIBROSIS FOUNDATION'S GREAT STRIDE WALKS**

PSA's are currently airing and will continue through May 15<sup>th</sup>. The 9FC Partner banner is displayed at each event.

### **UNITED ARTS OF CENTRAL FLORIDA - CAPITAL CAMPAIGN**

United Arts of Central Florida supports more than 50 arts, culture, history and science organizations, and provides 600,000 student experiences in arts education programs. Each year, 9FC supports the capital campaign, which helps maintain the arts experiences and quality of life in Central Florida. PSA's began airing Monday February 4<sup>th</sup> and will continue through May 15<sup>th</sup>. Last year's campaign raised \$5,992,335.00

### **ORLANDO PHILHARMONIC ORCHESTRA'S DARDEN FAMILY SERIES**

The next concert **BEETHOVEN LIVES UPSTAIRS** is scheduled for Sunday, April 13<sup>th</sup>. This concert highlights a young boy named Christoph living in Vienna in the 1820's. His father has just died and he resents the new tenant upstairs. Through a series of letters exchanges with his uncle, Christoph complains that a "madman" has moved in to the house exhibiting eccentric behavior and a fiery temper! But soon Christoph comes to understand that his tenant is no ordinary man, but that of the gifted and tormented Beethoven, trapped in his deafness and his obsession to continue expressing his musical ideas. PSA's are scheduled for March 31<sup>st</sup> – April 12<sup>th</sup>, and a pair of tickets is in each goody bag.

### **ORLANDO SCIENCE CENTER'S PET FAIR**

This will be the 41<sup>st</sup> Annual Pet Fair and will take place at Loch Haven Park on Saturday, April 12<sup>th</sup> & Sunday, April 13<sup>th</sup>, with special shows, contests and demonstrations:

#### **PET FUN**

World Famous SuperDogs  
Exotic Animals  
Flawless Grooming Vendors  
Free Veterinary Exams  
Complimentary Pet Sitting for Pet Fair Guests

#### **PEOPLE FUN**

Kids bounce houses, crafts & games  
Teddy Bear Repair  
Pet Photo Areas  
Classic Carnival Games  
Pet Toys, accessories too & Entertainment

This is a great celebration for pets and their people! PSA's began airing Monday, March 24<sup>th</sup>, and there are complimentary passes for Partners in your goody bag!

### **ROLLINS COLLEGE HAMILTON HOLT SCHOOL'S STARRY STARRY NIGHT**

Each year this event raises funds to provide educational scholarships. It is a grand evening of fine dining, live & silent auctions and dancing. This year's event will be held on Friday April 18<sup>th</sup> at the Alford Sports Center on the Rollins College Campus, and will feature an Italian-themed evening. PSA's will begin on Monday, March 31<sup>st</sup> and will air through April 17<sup>th</sup>. We have a complimentary table available at this event, so let me know by Wednesday, April 16<sup>th</sup> if you would like to attend.

### **CROSSWINDS YOUTH SERVICES GREAT BREVARD DUCK RACE**

Crosswinds' shelter offers a welcoming, homelike setting for children and teens in need of emergency residential care. The shelter is a safe haven for young people who have run away or are homeless, those awaiting foster homes, and those who are otherwise in crisis and their families.

#### **Crosswinds Support and Services Include:**

- ☆ *24/7/365 supervised shelter and care for young people ages 10-17*
- ☆ *Comprehensive assessments for youth and families*
- ☆ *Individual, group, and family counseling services*
- ☆ *Case management services*
- ☆ *Educational, vocational, and recreational services designed to strengthen skills for success*

The Great Brevard Duck Race provides funding for these programs and the shelter. 15,000 numbered rubber "duckies" are dumped into the slip at the Titusville Yacht Club, and they "race" to the finish line! Prizes include:

Grand prize of a 7-Night Luxurious Caribbean Cruise for two on Royal Caribbean International  
A 3-Night cruise aboard the *Disney Wonder* to the Bahamas, including Nassau and Castaway Cay  
A Shopping Spree at Dillard's in Merritt Square Mall  
A Gift Certificate from Bonnell Portraits  
Four full-day Fishing Trips from Obsession Charters in Port Canaveral  
Membership for three months for a family of two to Health First's Pro-Health & Fitness Centers  
Two Annual Passes to Sea World Orlando  
...and more!

PSA's began on Monday, March 31<sup>st</sup> and will continue through Friday April 18<sup>th</sup>. Tom Terry will appear at this event on behalf of 9FC and Partners cheering the ducks along to the finish line!

### **BOYS AND GIRLS CLUBS STEAK & STEAK DINNER**

This event is the largest and most important fundraiser of the year for our Central Florida Boys and Girls Clubs. These funds are essential for keeping the local clubs operating. This year's event will be held at Sea World's Ports of Call at 6:00pm on Thursday, April 24<sup>th</sup>, and will feature many of the youth that have benefitted by the myriad of programs and mentors that are supported by the Boys & Girls Clubs. PSA's began Monday, March 31<sup>st</sup> and will continue through April 23<sup>rd</sup>. 9FC will have a complimentary table at this event. Please RSVP to me by Friday, April 18<sup>th</sup>.

### **FAMILY SERVICES OF METRO ORLANDO**

We will be supporting this organization's efforts to enlist Foster Care families for children in need, as well as supporting Child Abuse prevention. Two PSA's will begin to air on Monday, April 7<sup>th</sup>.



# JONES HIGH SCHOOL VALEDICTORIAN

Berndt Petersen did a story on Elease Samms, a young lady attending Jones High School. She & her mother came here from New Orleans to stay with her grandmother after Hurricane Katrina. She is this year's Valedictorian. In the story Berndt stated that her dream was to attend Cornell University in New York. Harris Rosen saw the story. He is a graduate of Cornell. Mr. Rosen called the President of Cornell. To make a long story short, Elease has now been accepted to Cornell, and will also be honored by the State of Florida's Education Commissioner!

**ORANGE COUNTY HEALTH DEPARTMENT DROWNING PREVENTION**

9FC will be partnering with the OCHD in supporting a drowning prevention program that will include all 9 counties in our viewing area. We will produce spots that heighten the awareness for parents and caretakers. It will be supported by a primary reading program geared toward young children. PSA's will begin to air Monday, April 21<sup>st</sup> and will continue through the summer.

## **FLORIDA CITRUS SPORTS SUMMER CAMPS**

We will join CFADA in supporting opportunities for deserving children to have day camp opportunities this summer. PSA will begin to air mid-May.

## 9FC SCHEDULE

<b>ORGANIZATION</b>	<b>Event/Campaign</b>	<b>Date(s)</b>	<b>Time</b>	<b>Location</b>
Ducks Unlimited	COX Going Green	Through 2008	---	---
United Arts	Capital Campaign	Through May 15th	---	Central Florida
I AM THE ONE	Application Process	Through May 30	---	---
Cystic Fibrosis Foundation	Great Stride Walks	Feb 16 - May 15th	---	Various
Family Services	Child Abuse Prevention	Current	---	Central Florida
Orlando Philharmonic	Darden Family Series	April 13th	2:00p	Bob Carr PAC
Orlando Science Center's	Annual Pet Fair	April 12 & 13	9:00a - 6:00p	Loch Haven Park
Rollins College Hamilton Holt	Starry Starry Night	April 18th	7:00p-10:00p	Rollins Sports Center
Crosswinds Youth Services	Duck Race	April 20th	Noon	Titusville Yacht Club
Boys and Girls Clubs	Steak & Steak dinner	April 24th	6:00p	SeaWorld Ports of Call
OCHD	Drowning Prevention	April 21 <sup>st</sup> - Summer	---	Central Florida

## UPDATES, QUESTIONS, & CONCERNS

## Hurricane Handbook Distribution

### **COOL STUFF**

- ② Partner DVD
- ② Static cling stickers
- ② Pet Fair Posters, Post cards & Tickets
- ② Orlando Philharmonic Orchestra - Darden Family Tickets
- ② Duck Race Entry Forms
- ② 9FC Prime Time Special on DVD

### **REMINDERS**

**TABLES WILL BE FILLED ON A FIRST COME BASIS ...**

**1) *Starry Starry Night* – Friday, April 18<sup>th</sup> 7:00pm at Rollins College**

**Please respond\* by COB Wednesday, April 16<sup>th</sup>**

**2) *Boys and Girls Clubs Steak & Steak* – Thursday, April 24<sup>th</sup> at SeaWorld Ports of Call**

**Please respond\* by COB Monday, April 21<sup>st</sup>**

**\* *cindy.potter@wftv.com***

### **NEXT PARTNER MEETING**

**Friday, May 2, 2008 WFTV Main Conference Room, 9:00am.**





I AM THE  
**one**

## PARTNER SUMMARY

November 2 – December 6, 2007

### **SCOUTING FOR FOOD**

This year's Scouting for Food Campaign collected 520,000 pounds of food, benefitting Second Harvest Food Bank and over 500 associated agencies in 6 counties throughout Central Florida. This was up 14% over last year!

### **CFADA AUTO CLASSIC GOLF TOURNAMENT**

On Monday, November 5<sup>th</sup>, The CFADA hosted a golf tournament to benefit the Epilepsy Association of Central Florida at the Alauqua Golf Club. This year's event raised over \$50,000.00!

### **CFADA AUTO SHOW**

Motor Trend's International Auto Show was held at the Orange County Convention Center November 16<sup>th</sup> – 19<sup>th</sup>. This event also supported Toys For Tots, by offering a discount to those who donate a toy at the event. Over 300 toys were collected through this event!

### **JUNIOR ACHIEVEMENT'S MID-FLORIDA BUSINESS HALL OF FAME**

This annual event supports JA of Central Florida and honors top leaders in our Central Florida Communities. This year's event was held at the Rosen Center on Wednesday, November 28<sup>th</sup> at 6:00pm. Those honored this year were:

- ① ***M.A. Manny Garcia, III - Atlantic Coast Management***
- ① ***C.P. (Chuck) Steinmetz - Middleton Pest Control***
- ① ***Thomas L. Werner - Adventist Health System***

This year's Spirit of Achievement winner was:

- ① ***Al Weiss - Walt Disney Parks and Resorts***

PSA's begin airing on Monday, November 5<sup>th</sup> and continued through November 27<sup>th</sup>. This was their biggest year ever, raising \$305,000.00!

### **CFADA - I AM THE ONE PROJECT**

LANES (LOVING, ASSISTING, NURTURING, EDUCATING, SUPPORTING) is an organization whose mission is to mentor teenage girls and help them develop skills to become responsible, productive young women. On Thursday, November 8<sup>th</sup>, Author ReShonda Tate Billingsley attended the November meeting of the LANES girl's book club at the John Bridges Community Center in Apopka. Members of the book club have read the three books in Ms. Billingsley's teen inspirational series ***NOTHING BUT DRAMA***, ***BLESSINGS IN DISGUISE*** and ***WITH FRIENDS LIKE THESE***, and had a great evening talking to the author about these books and her accomplishments!

### **THE GOLDEN RULE FOUNDATION**

On Thursday, December 6<sup>th</sup>, the Golden Rule Foundation held an open "house" in Windermere. Their mission is to help young school children build character by inspiring them to serve others. They also have events planned for the 1<sup>st</sup> and 7<sup>th</sup> of December at which they will be displaying the WFTV 9 Family Connection banner. Their Annual Gala is scheduled for the evening of Saturday, February 9<sup>th</sup> at the Church Street Ballroom...Let me know if you would like to attend....more information in the January meeting.

# **I AM THE ONE**

We have determined 17 Grant Recipients for the "first round" of the applications! Here are quick summaries, first of the Partner, Radio & WFTV results...

<b>PARTNER, WFTV &amp; RADIO GRANTS</b>	
Oakridge High School	\$9,000.00
Kids House of Seminole	\$9,000.00
Ronald McDonald House	
Boys & Girls Clubs - Orlando	
Boys & Girls Clubs - Flagler	
LANES Mentoring	\$9,000.00
PKZ school supplies	\$9,000.00
Brevard Schools Foundation	\$50,000.00
Flagler County Educational Foundation	
Educational Foundation of Lake	
Public Education Foundation of Marion County	
Foundation for Orange Co. Schools	
Education Foundation of Osceola County	
Foundation for Seminole Co Schools	
Sumter County	
Futures Foundation of Volusia County	
Deltona Boys & Girls Clubs - 540 The Team	\$1,000.00
Foster Care Alumni - Magic 107.7	\$1,000.00
Spruce Creek High School - AM540	\$1,000.00
The Mustard Seed - Real Radio Monsters	\$1,000.00
Students Against Destructive Decisions - WJRR	\$1,000.00
New Hope For Kids - Rumba 100.3	\$1,000.00
Lakeview Elementary School - XL106.7	\$1,000.00
Rebecca Young - Power 95.3	\$1,000.00
Nap Ford School - WDBO	\$1,000.00
Nathaniel's Hope - WPOZ	\$1,000.00

...and the "first round" of the Community applications:

<b>\$1,000.00 COMMUNITY GRANT APPLICATION WINNERS</b>			
1	Christine Dumin	Apopka	Speech Therapy for Spec. Ed. Kids and Parents
2	Lisa Barrow	Orlando	Educational Materials for Autistic Edu. Unit
3	Ken Artigas	Sorrento	Computers for kids to do homework at local food pantry
4	Gregorian Ganas	Orange City	Percussion instruments for drum club
5	James Bryan	Orlando	Funds to start Boy Scout Troop in Orlo Vista
6	Kimberly Grainger	Orlando	Meadowbrook School reading mentors
7	Andreas Williams	Orlando	FCAT Community info for parents
8	Judith Dunham	Kissimmee	Anti-Bullying program
9	Carol Lee	Orlando	Catalina School Families
10	Diane Reiss	Orlando	Pine Hills Safe Neighbor Partnership
11	Pat Lippa	Orlando	Parenting classes
12	Ronna Grier	Lakewood	Instrumental music for students
13	David Gardner	Sanford	Instruments - percussion club at Wicklow School
14	Rhonda E. Lewis	Deland	Elementary School - Parenting classes
15	Clarissa Tate	Daytona	Healthy Start Coalition
16	Toni Shinn	Orlando	Parramore Teen Advisory Council

(Yellow highlight, shows those who will be featured in upcoming on-air vignettes and specials)

We will be opening the application process again January 1 - Feb 28 and March 1 - April 30, 2008)

### **TOYS FOR TOTS SANTA SATURDAYS**

Here is a list of participants & activities:

Set-up begins at 8:15 A.M. Event begins at 9:00 A.M.

WFTV's Vanessa Welch will be on the air throughout the morning doing live cut-ins and urging viewers to participate. If you are joining us and need a table, please be sure to let me know. Event and Activities conclude at 1:00P.M.

<b>DECEMBER 8TH</b>	<b>DECEMBER 15TH</b>
Marines & Cargo Trucks	Marines & Cargo Trucks
Orange Co. Health Dept - Flu Shots	Florida's Blood Center's L/I Red Bus
Florida's Blood Center's L/I Red Bus	K92FM's Doc & Grace
K92FM's Doc & Grace	Moonbounce For Kids
Moonbounce For Kids	WFTV On-Air Personalities
WFTV On-Air Personalities	Free Photos with Santa
Free Photos with Santa	SPCA of Central Florida
SPCA of Central Florida	Freedom Ride - Pony
Freedom Ride - Pony	Herbie the Love Bug
Herbie the Love Bug	USS Have Star Trek Club
USS Have Star Trek Club	Orlando Science Center
Orlando Science Center	Beak Two Beak
Orange County Sheriff's Safety Village	Orange County Sheriff's Safety Village
Orlando Science Center	Orlando Science Center
<b>ENTERTAINMENT</b>	<b>ENTERTAINMENT</b>
10:00-Sparklers (Sem. Co Sp. Olympics Cheerleaders)	10:00-Sparklers
10:30-Hunters Creek Chorus	10:30-Gotha School Orchestra
11:00-Frangus Elementary Chorus	11:00-Sparklers
11:30-Blankner School Chorus	11:30-Caponi Music
12:00-Colonial High School Orchestra	12:00-Timber Creek Chorus

If you are joining us and need a table, please be sure to let me know.

Event and Activities Conclude at 1:00P.M.

### **UPCOMING 9FC SCHEDULE**

<b>ORGANIZATION</b>	<b>Event/Campaign</b>	<b>Date(s)</b>	<b>Time</b>	<b>Location</b>
USMC Toys For Tots	Santa Saturday	December 8th	9:00a-1:00p	WFTV
USMC Toys For Tots	Santa Saturday	December 15th	9:00a-1:00p	WFTV
Operation Roadblock	Drunk Driving	Dec. 16 - 31	---	---
Ducks Unlimited	COX Going Green	(on-going)	---	---
Leukemia Lymphoma Society	Pasta For Pennies	Jan 25 - Feb 22	---	Central Florida
Golden Rule Foundation	The Art of Giving	Sat. Feb. 9th	6:30 P.M.	Church St. Ballroom
Orlando Philharmonic	Peter and the Wolf	Sun. Feb 24th	2:00p	Bob Carr PAC

### **UPDATES, QUESTIONS, & CONCERNS**

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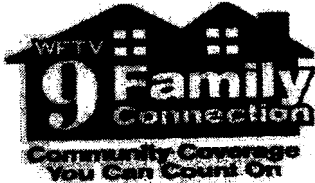
### **COOL STUFF**

- Partner DVD
- Golden Rule Foundation Open House Invitation

### **NEXT PARTNER MEETING**

Friday, January 4, 2008 WFTV Main conference Room





## PARTNER SUMMARY

September 1 – October 5, 2006

### **ARNOLD PALMER HOSPITAL FOUNDATION'S MIRACLE MILES 5 & 15 K RUNS**

On Saturday, September 2nd, 9FC supported the 15 & 5 K runs as well as the Children's Fun Run to benefit the Neonatal Unit of WPHW&B. This event was held at the brand new Winnie Palmer Hospital for Women & Babies and is one of the largest organized competitions in the state, with over 1,500 participants! This year raised \$125,000.00 which goes to support the NICU. PSA's aired from August 14 through September 1<sup>st</sup>.

### **DISNEY ON ICE - PRINCESS WISHES**

This event was held at the T.D. Waterhouse Centre on Friday September 8<sup>th</sup> to a nearly sold-out house! In consideration of airing Family Night PSA's we were able to send a block of complimentary passes to the Boys & Girls Clubs of Central Florida and the Orlando Union Rescue Mission so that those less fortunate could enjoy the great family ice spectacular!

### **AMERICAN LUNG ASSOCIATION**

The Blow the Whistle on Asthma Walk was on Saturday, September 16<sup>th</sup>, located at Blue Jacket Park on the NW corner of Baldwin Park, and began at 9:00am. Last year's event brought in over \$52,000.00 for patient care and education and this year's event raised just over 60,000.00! These resources STAY within our Central Florida communities. PSA's aired from August 28<sup>th</sup> through September 15<sup>th</sup>.

### **ORLANDO PHILHARMONIC ORCHESTRA'S DARDEN FAMILY SERIES**

The first concert for the 2006-2007 season was on Sunday, October 1<sup>st</sup> at 2:00PM. These family concerts feature opportunities for kids to try out all sorts of instruments at the pre-show Instrument Petting Zoos. This concert featured *COSTUMES IN CONCERT*. This particular event included a costume contest for those kids wearing a costume depicting their favorite character! The concert included classical music in disguise, featuring movie and Broadway favorites. PSA's aired from September 18 to September 30.

### **SPCA'S WIGGLE WAGGLE WALK**

This great annual event for Dogs and their People takes place on Saturday, October 14<sup>th</sup> at Colonial Grand Center in Heathrow. We will be welcoming nearly 1,000 participants! Last year we raised \$22,000.00 which goes to help with education and medical costs and keeping this a "no-kill" shelter! 9FC will have an area at the walk for any and all Partners to participate in any way you wish! PSA's are currently airing through October, 13.

### **MULTIPLE SCLEROSIS KNIGHT STRIDES WALK**

Over 300,000 Americans have Multiple Sclerosis and every week 200 more people are diagnosed! MS is a chronic, often disabling disease that randomly attacks the central nervous system. On Saturday, October 14<sup>th</sup>, 9FC will support the Knight Strides MS Walk at the UCF Campus beginning at 6:00PM. Last year we helped the Central Florida MS Chapter raise \$50,000.00 which was a new record!! Public Service Announcements are currently airing through October 13<sup>th</sup>.

## SUMMARY OF UPCOMING EVENTS

ORGANIZATION		EVENT	DATE	TIME	LOCATION
OCT	Susan G. Komen	Race for the Cure	October 7	7:00AM	Diane's Animal Kingdoms
	SPCA	Wiggle Waggle Walk	October 14 (am)	9:00AM	Hyattsville
	MS	Knight Strides	October 14 (pm)	4:30PM Reg - 6:00PM Walk	UCF/Milliken Hall
NOV	Orlando Science Center	My Body Opening Night	November 1	7:00PM	Orlando Science Center
	Am. Diabetes Association	Walk America	November 4	8:00AM	Loch Haven Park
	Second Harvest/Scouts	Scouting For Food	Drop off Nov. 4	---	Pick up Nov. 11
	Junior Achievement	Hall of Fame Banquet	November 16	5:30PM	The Rustin Center
	USMC	Toys For Tots Luncheon	November 3	12:30PM	WFTV Studio A
	USMC	Toys For Tots Campaign	Nov. 6 - Dec. 16	---	Central Florida
DEC	USMC	Santa Saturday	December 9	(8:30 set-up) 9:00AM-1:00PM	WFTV
	USMC	Santa Saturday	December 16	(8:30 set-up) 9:00am -1:00PM	WFTV

## **COMMUNITY ISSUES AND PARTNER IDEAS**

**9FC Quarterly Specials:**

1. The first part of the document is a header section containing the following information:
 

- Project Name: [REDACTED]
- Project Number: [REDACTED]
- Project Location: [REDACTED]
- Project Start Date: [REDACTED]
- Project End Date: [REDACTED]
- Project Manager: [REDACTED]
- Project Sponsor: [REDACTED]
- Project Stakeholders: [REDACTED]
- Project Objectives: [REDACTED]
- Project Scope: [REDACTED]
- Project Budget: [REDACTED]
- Project Risk: [REDACTED]
- Project Status: [REDACTED]
- Project History: [REDACTED]
- Project Change Log: [REDACTED]
- Project Communication Plan: [REDACTED]
- Project Reporting: [REDACTED]
- Project Documentation: [REDACTED]
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- Project Templates: [REDACTED]
- Project Forms: [REDACTED]
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- Project Teamwork: [REDACTED]
- Project Leadership: [REDACTED]
- Project Management: [REDACTED]
- Project Planning: [REDACTED]
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- Project Monitoring: [REDACTED]
- Project Control: [REDACTED]
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- Project Assessment: [REDACTED]
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- Project Synthesis: [REDACTED]
- Project Conclusion: [REDACTED]
- Project Recommendation: [REDACTED]
- Project Action Plan: [REDACTED]
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- Project Completion: [REDACTED]
- Project Success: [REDACTED]
- Project Failure: [REDACTED]
- Project Risk: [REDACTED]
- Project Opportunity: [REDACTED]
- Project Challenge: [REDACTED]
- Project Solution: [REDACTED]

## **FOLLOW UP**

1. The Wiggle Waggle Walk will be held on Saturday, October 14<sup>th</sup>. I need to know how you will be participating, TODAY.
2. Be sure to save Wednesday, November 22 on your Calendar (the day before Thanksgiving). We will be participating in serving dinner to the Homeless at the Orlando Union Rescue Mission from Noon until 2:00PM.

## COOL STUFF

- ❶ Partner DVD
- ❷ Wiggle Waggle Walk
  - ✓ Posters
  - ✓ Brochures
  - ✓ Team Packs
- ❸ Leukemia Lymphoma Society's Pasta For Pennies School News letters

## NEXT PARTNER MEETING

Friday, November 3, 2006

**Note CHANGE IN TIME-**

**11:30 A.M. Partner Meeting – Main Conference Room**

**12:30 P.M. Toys For Tots Luncheon – WFTV Studio A**





## PARTNER SUMMARY

October 6 – November 2, 2006

### **SPCA'S WIGGLE WAGGLE WALK**

This great annual event for dogs and their people took place on Saturday, October 14th at Colonial Grand Center in Heathrow. Last year we helped raised \$22,000.00. THIS year we helped raised \$43,000.00 – a 100% + increase which goes to help with education and medical costs and keeping this a "no-kill" shelter! Chris Egert appeared on behalf of 9FC and walked for the cause. PSA's aired from September 25th through October, 13.

### **MULTIPLE SCLEROSIS KNIGHT STRIDES WALK**

Saturday, October 14th, 9FC supported the Knight Strides MS Walk at the UCF Campus. This year we raised \$40,000.00 and had nearly 500 participants. This is another great event that has grown in a few short years under the auspices of 9FC! Public Service Announcements aired from September 25th through October 13th.

### **AMERICAN DIABETES ASSOCIATION**

America's Walk for Diabetes will take place at Loch Haven Park, tomorrow morning. There are 20.8 million children and adults in the United States, or 7% of the population, who have diabetes. While an estimated 14.6 million have been diagnosed with diabetes, unfortunately, 6.2 million people (or nearly one-third) are unaware that they have the disease! This event will bring awareness to those who may be interested in learning more, as well as raise money to continue providing studies, services and help for those afflicted. PSA's began airing October 16th and continue through today.

### **SCOUTING FOR FOOD**

Each year, The Central Florida Council of Boy Scouts of America take a Saturday, to distribute 800,000 empty grocery bags to doorsteps throughout Central Florida. They return the following Saturday to collect grocery bags that have been filled with non-perishable food items. This food drive benefits and re-stocks the shelves at 2nd Harvest Food Bank, which is the central donation location for over 500 partner agencies in a 6-county area. This year we hope to collect over 600,000 pounds of food, in preparation for the Holiday season! PSA's air from October 23rd through November 10th.

### **JUNIOR ACHIEVEMENT**

Junior Achievement-Central Florida has been helping students better understand business and economics for over 40 years. Each year JA seeks and awards outstanding business leaders throughout our Central Florida Communities. This year, Junior Achievement Mid-Florida Hall of Fame will honor the following 2006 Laureates:

***Rita Bornstein – Rollins College***

***David H. Hughes – Hughes Supply, Inc.***

***Arnold Palmer – Arnold Palmer Enterprises***

And the 2006 Spirit of Achievement Award will be presented to:

***Joanie Schirm – Geotechnical and Environmental Consultants, Inc.***

Nearly 100 of the top Central Florida Corporations support this 29-year annual event which raises funds to help continue Junior Achievement and their mission to educate local school students in the business of Business. The event will be held at the Rosen Centre Hotel on Thursday, November 16th, and is a great opportunity to network with top business leaders. PSA's began October 30th and air through November 15th. If you would like to attend, please let me know by Monday, November 6th.



### **ORLANDO UNION RESCUE MISSION**

On Wednesday, November 22, 9FC will support feeding the homeless at the Thanksgiving Dinner Celebration at the Men's Division. We will be serving dinner to those less fortunate. Since parking is at a premium in that location, I will be shuttling a WFTV van back and forth to take you to the location. I need to provide OURM with the names of those attending, so please confirm your attendance with me by Monday, November 6<sup>th</sup>. We will be covering the Noon to 2:00pm shift.

### **TOYS FOR TOTS**

YES!! 'Tis the Season!! We celebrate our 2006 Toys For Tots Campaign today with the annual kick-off luncheon at 12:30pm right here in Studio A. PSA's begin Monday, November 6<sup>th</sup> encouraging Central Floridians to donate a new unwrapped toy. The primary goal of Toys for Tots is to deliver, through a shiny new toy at Christmas, a message of hope to needy youngsters that will motivate them to grow into responsible, productive, patriotic citizens and community leaders. Our Santa Saturdays are scheduled for December 9<sup>th</sup> and 16<sup>th</sup>. Set-up is at 8:30am, and the event concludes at 1:00pm.

### **LIFELINES BLOOD DRIVE**

On Wednesday January 10<sup>th</sup> & 11<sup>th</sup> we will be hosting the annual Lifelines Blood Drive right here in Studio A. Immediately following the Holidays there is an increase of elective surgery and the need for blood, spikes. On top of the increased surgeries there is the usual number of emergencies that occur. We will open our Doors at 7:00am with Barbara West et al hosting this 2-day event. I would like to encourage you and your employees to join us - especially the first morning, as we begin our drive, and to fill the donor chairs with responsible citizens. Only 4% of the population provides 100% of the donated blood! If you have never been a blood donor, come and join us!

### **DARDEN RESTAURANTS HEALTH FAIR**

On Wednesday, October 25<sup>th</sup> 9FC participated in a Health Fair for all of the Darden Restaurant employees. We distributed backpacks, rain gauges and Hurricane Handbooks. The Health Fair began at 8:00am and concluded at 2:00pm. Approximately 400-500 people attended.

### **WFTV SPECIAL - DOMESTIC VIOLENCE**

WFTV aired an encore presentation of our 2<sup>nd</sup> Quarter Special on Domestic Violence Sunday, October 29<sup>th</sup> at 12:30pm. It surpassed both WESH and WKMG in it's time period, with a 2.7 rating and a 6 share.

### **WFTV 4<sup>TH</sup> Q SPECIAL:**

*Changes on the Home Front: Central Florida Housing and Real Estate* will air on WFTV, Thursday, December 15<sup>th</sup> at 8:00pm. This is an hour special.

### **SUMMARY OF UPCOMING EVENTS**

ORGANIZATION		EVENT	DATE	TIME	LOCATION
NOV	Am. Diabetes Assoc.	Walk America	November 4	8:00AM	Loch Haven Park
	2nd Harvest/Scouts	Scouting For Food	Drop off Nov 4	- - -	Central Florida
	2nd Harvest/Scouts	Scouting For Food	Pick-up Nov 11	- - -	Central Florida
	Junior Achievement	Hall of Fame Banquet	November 16	5:30PM	The Roman Center
	Orl. Rescue Mission	Thanksgiving Dinner	November 22	Noon - 2:00PM	Shuttle Bus @ WFTV
	USMC Reserve	Toys Luncheon	November 3	12:30PM	WFTV Studio A
	USMC Reserve	Toys Campaign	Nov. 6 - Dec. 16	- - -	Central Florida
DEC	USMC Reserve	Santa Saturday	December 9	(8:30 set-up) 9:00am-1:00pm	WFTV
	9FC Prime Time Special	Changes on the			
	USMC Reserve	Santa Saturday	December 16	(8:30 set-up) 9:00am-1:00pm	WFTV
JAN	Fla's Blood Centers	Blood Drive	Jan 10 & 11	7a - 9a daily	Studio A - WFTV

## **COMMUNITY ISSUES AND PARTNER IDEAS**

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### **FOLLOW UP**

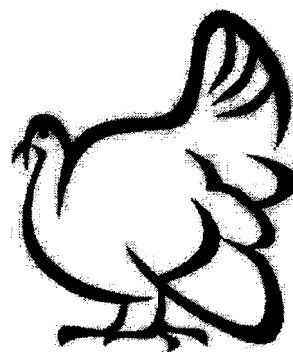
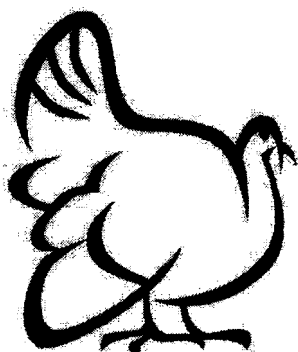
1. Junior Achievement Mid Florida Hall of Fame- RSVP to me (407-822-5632) by November 6<sup>th</sup>.
2. Serving dinner to the Homeless at the Orlando Union Rescue Mission from Noon until 2:00pm on Wednesday, November 13<sup>th</sup>. Please confirm your attendance with me by Friday, November 6<sup>th</sup>.

### **COOL STUFF**

- ① Partner DVD
- ① Scouting For Food Grocery Bags
- ① eMail from Titusville re: Domestic Violence Special

### **NEXT PARTNER MEETING**

Friday, December 1, 2006 – 9:00am – WFTV Main conference room.





## PARTNER SUMMARY

March 3 – April 6, 2006

### **UNITED ARTS OF CENTRAL FLORIDA**

The PSA's for the Annual Campaign featuring Martie Salt, will continue through May 15th.

### **AMERICAN CANCER SOCIETY'S RELAY FOR LIFE**

There are 21 of these overnight events planned for Central Florida through May. Last year over 2 million dollars was raised locally for patient assistance and research! Vanessa Echols is featured in the PSA's that are currently airing through mid May and she is also scheduled for various appearances at the larger events. Here is the remaining 2006 Relay For Life schedule:

April 7 - 8	~	Celebration - Lakeside Park
April 7 - 8	~	Orlando - Howard Middle School
April 7 - 8	~	Lake Mary - Colonial Town Park
April 7 - 8	~	Orlando - Dr. Phillips High School
April 7 - 8	~	Winter Springs - Winter Springs High School
April 21 - 22	~	Orlando - Glenridge Middle School
April 21 - 22	~	Lake Nona - Northlake Park Elementary School
April 28 - 29	~	Orlando - Timber Creek High School
April 28 - 29	~	Kissimmee - Osceola High School
May 5 - 6	~	Orlando - Oakridge High School
May 5 - 6	~	St. Cloud - High School
May 12 - 13	~	Orlando - Jones High School
May 12 - 13	~	Maitland - Orangewood Presbyterian Church

### **LEUKEMIA LYMPHOMA SOCIETY'S PASTA FOR PENNIES**

There are still two schools that are battling for first place – Long Leaf in Brevard County and Jackson Heights Middle School in Seminole County! The tentative lunch date is April 20<sup>th</sup> for the winning school to have lunch with Bob Opsahl and Barbara West here in Studio A! The Pasta For Pennies campaign has raised over \$500,000.00 this year...funds that stay in our community to aide patients and their families. PSA's featuring Barbara West and Bob Opsahl began airing January 26<sup>th</sup> and continued through February.

### **STARS ON ICE – FAMILY NIGHT**

Nearly 12,000 people attended Family Night on Friday, March 3<sup>rd</sup>! Through our sponsorship, we were able to donate 500 free admission tickets to the Boys and Girls Clubs of Central Florida and the Orlando Union Rescue Mission. WFTV Eyewitness News Anchors Cynthia Demos and Jorge Estevez appeared and welcomed patrons on behalf of 9FC and Partners! PSA's aired from February 13 through May 2<sup>nd</sup>.

### **ORLANDO UNION RESCUE MISSION - HOPE TOTES**

We will be participating in the distribution of HOPE TOTES on Good Friday, April 14<sup>th</sup> from 1:00pm – 2:30PM at the OURM Men's Division. Hope Totes are bags of personal items such as shampoo, soap, tooth paste, etc... to give to the homeless that may give them a little "Hope to hold on to." Martie Salt will be on hand for the distribution, as well as Carlen Ginzl, Frank Gray and Jennifer Hall from Re/Max. Everyone is welcome to join us. If you wish to participate, please let me know by Wednesday, April 12th. PSA's aired from March 13<sup>th</sup> through Today.

### **PIG ON THE POND FESTIVAL**

This year's Family Festival drew nearly 35,000 people, and raised \$85,000.00! There were midway rides, arts & crafts, games, barbecue contest, baking competition, a chili cook-off and more! PSA's aired from Monday, February 20 through March 9<sup>th</sup>. Over 20 civic organizations and scholarship funds benefit from this event:

American Legion Auxiliary  
Youth Football & Cheerleaders  
Friends of South Lake  
Moose Lodge  
South Lake Soccer Club  
CITE

Clermont Groveland Elks  
E. Ridge Fellowship of Ch. Athletes  
East Ridge High TV Production  
South Lake Pop Warner Eagles  
South Lake YMCA  
Clermont Girls Softball  
Clermont Fire Explorers

Clermont Junior Women's Club  
E. Ridge High School Band Boosters  
Kiwanis Club of Clermont  
South Lake Historical Society  
Horse Riders with Disabilities  
Lake Co. Explorers  
S. Lake Band Boosters

Clermont Son's of Italy  
Frank B. Farr Scholarship  
Knights of Columbus  
South Lake Kiwanis  
PUMC Youth Force  
Clermont Explorers

### **SPCA'S O'FURBALL**

The SPCA raised \$104,000.00 at this event - nearly \$20,000.00 *MORE* than last year!!! WFTV Eyewitness News Anchor Barbara West appeared and welcomed guests on behalf of 9FC and Partners. Other WFTV appearances included Kathi Belich and Mary Nguyen. PSA's aired from February 27<sup>th</sup> to March 17<sup>th</sup>.

### **ROLLINS COLLEGE-HAMILTON HOLT SCHOOL'S - STARRY, STARRY NIGHT**

On Friday, March 31<sup>st</sup> nearly 700 people gathered at the Alford Sports Stadium on the Rollins Campus to raise money for the Hamilton Holt School's Scholarship Foundation. Barbara West appeared on behalf of 9FC, welcoming partners. They featured a Cruise-Ship theme, silent & live auctions, dinner and dancing. Last year they raised \$110,000.00 and it looks as if they will easily reach that goal this year. I'll have the final tally in the next report. PSA's aired from March 13<sup>th</sup> through March 30<sup>th</sup>.

### **ORLANDO SCIENCE CENTER - PET FAIR**

This is a new event for 9FC! It's a 2-day community festival benefiting the Orlando Science Center and honoring pets and their families in Central Florida! There will be all sorts of pet-related vendors, displays and demonstrations. We are expecting 10,000 people to attend! PSA's began airing on Monday, March 20<sup>th</sup> and will air through today. Fairwinds Credit Unions distributed discount admission coupons to the event, and we will be distributing 9FC bandannas.

### **ORLANDO PHILHARMONIC ORCHESTRA'S DARDEN FAMILY SERIES**

The final concert for the 2005-2006 Season will be *A FAMILY FOR BABY GRAND*. This concert adventure follows a baby grand piano on its travels from the protection of its mother, a concert grand piano in a store window, to its new home on a concert stage. There, baby grand becomes part of a new orchestra family. The concert will introduce young listeners to the sounds of the orchestra, as the baby grand befriends the individual instruments. This concert will be on Sunday, May 7<sup>th</sup> at 2:00pm at the Bob Carr Performing Arts Center. PSA's will air the week prior to the concert.

### **CHILDREN'S MIRACLE NETWORK**

With the sale of last year's RE/MAX Children's Miracle Home becoming final soon, we will be airing PSA's from May 25<sup>th</sup> through June 7<sup>th</sup>, thanking the community for their support. This event raised \$900,000.00 for Children's Miracle Network!

### **FLORIDA'S BLOOD CENTERS - LIFELINES BLOOD DRIVE**

This annual blood drive has previously been known as Blood Brotherhood Day. It will take place here in Studio A on Wednesday, May 31<sup>st</sup> from 7:00am to 9:00pm. If you know of anyone who has been dependant on blood or blood products, please let us know so we can consider them for interviews in the live cut-ins. Also, if you would like to organize a group to come to the studio, we will try to feature them donating blood on the air. PSA's featuring Barbara West will air from May 15<sup>th</sup> through May 30<sup>th</sup>.

### **NATHANIEL'S HOPE - BUDDY STROLL**

This is the 4<sup>th</sup> Annual community-wide effort to reach out to children with special needs. This event will take place on Saturday, June 3<sup>rd</sup> from 9:00am until Noon at Lake Eola Park. There will be dozens of organizations that service the special-needs community at this event, as well as a free concert at 10:00am, clowns and food. This organization pairs respite care volunteers with special needs children, where relationships grow to eventually give additional help to those families. Mayor and Mrs. Buddy Dyer and Mayor and Mrs. Rich Crotty will attend this community gathering in support of this special event, that drew over 2,000 participants last year! PSA's will begin to air on Monday, May 15<sup>th</sup>.

### **SUMMARY OF UPCOMING EVENTS**

	ORGANIZATION	EVENT	DAY, DATE & TIME	LOCATION
APRIL 2006	American Cancer Society	Relay For Life	Various Events through June	Numerous locations
	United Arts of Central Florida	Capital Campaign	Through May 15th	Central Florida
	Orlando Science Center	Pet Fair	Saturday & Sunday, April 8 & 9	Loch Haven Park
	Boys and Girls Clubs	Steak & Steak dinner	Thursday, April 20	Sea World Parks of Call
	Orlando Union Rescue Mission	Hope Tote Distribution	1:00PM-2:30PM	Men's Division
	Cystic Fibrosis Foundation	Great Strides Walk	Saturday, April 22 - 9:00am	Lake Eola
	American Cancer Society	Curtis Bonin's Ball	Saturday, April 22 - 7:00pm	Gaylord Palms Resort
	Greenwinds Youth Services	Great Brevard Duck Race	Sunday, April 23 - Noon	Titusville Yacht Club
MAY 2006	Orlando Philharmonic Orchestra	Baby Grand	Sunday, May 7th	Bob Carr PAC
	Special Olympics-Seminole	Basketball Challenge	Saturday, May 27	Seminole County
	Children's Miracle Network	Community Thank You	May 29 - June 16th	General PSA's
	Florida's Blood Centers	Lifelines blood Drive	Wednesday, May 31 - 7am - 9pm	WFTV Studio A
JUNE 2006	Nathaniel's Hope	Buddy Stroll	Saturday, June 3 9:00 - Noon	Lake Eola

### **WFTV 9 FAMILY CONNECTION PRIME TIME SPECIAL - DOMESTIC VIOLENCE**

This special aired on Tuesday, April 4<sup>th</sup>, and was viewed by 172,380 Households, receiving a 6.63 rating and a 10 share! The entire program is currently available in segments on the WFTV 9 Family Connection web page. In addition to the Partner spots airing, 9FC updated the 2005 Proof of Performance Spot and aired it in the final segment of the program.

### **COMMUNITY ISSUES AND PARTNER IDEAS**

- 1) Blood Drive participation
- 2) Next 9FC Special topic
- 3) Nathaniel's Hope Table Space

### **COOL STUFF**

- ① Partner Tape
- ① Pig on the Pond Magazine
- ① O'FurBall Program
- ① Boys & Girls Club Steak & Steak Brochure
- ① Cattle Baron's Ball Postcards
- ① Bandannas
- ① Passes to the Pet Fair
- ① Duck Race forms & t-shirts
- ① Starry, Starry Night Programs
- ① DVD - WFTV 9 Family Connection Prime Time Special: Domestic Violence
- ① SPCA O'FurBall Sponsor Goodie Bag

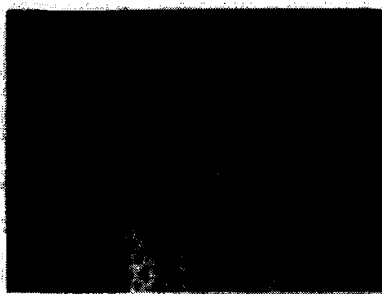
### **NEXT PARTNER MEETING**

Friday, May 5, 2006 - 9:00am - WFTV Main Conference Room

### **WFTV 9 FAMILY CONNECTION GALLERIA**



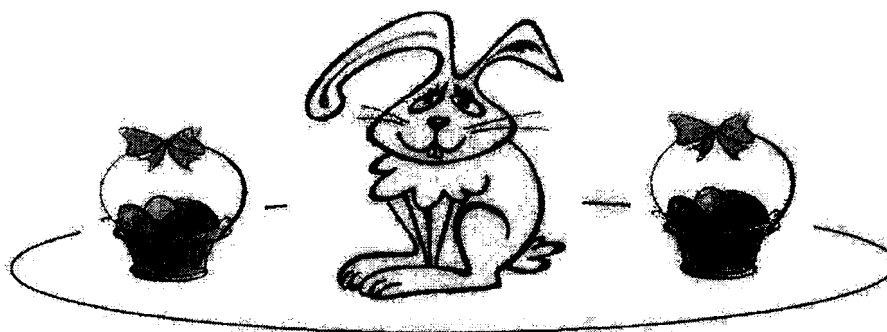
Cynthia Derosa and Jorge Estevez  
welcome guests to Family Night - Stars on Ice  
March 3, 2006



Barbara West, and Mary Nguyen at the  
SPCA's O'FurBall  
March 18, 2006.



Barbara West welcomes guests at Rollins  
Hamilton Holt School's Starry, Starry Night  
March 31, 2006



**HAVE A HAPPY EASTER!**

~ 9FC ~

**Appendix III:**  
**Sample Letters of Appreciation**

Attached are a representative sample of some of the hundreds and hundreds of letters Cox stations have received from local community organizations thanking the stations for their service to and involvement with those organizations:





STATE OF NORTH CAROLINA  
DEPARTMENT OF CRIME CONTROL AND PUBLIC SAFETY  
JOINT FORCE HEADQUARTERS  
NORTH CAROLINA NATIONAL GUARD



July 30, 2007

MICHAEL F. EASLEY  
GOVERNOR

BRYAN E. BEATTY  
SECRETARY

WILLIAM E. INGRAM, JR.  
MAJOR GENERAL, NCG  
ADJUTANT GENERAL

RECRUITING AND RETENTION COMMAND

Mr. Lee Armstrong  
WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206

Dear Mr. Armstrong:

We sincerely appreciate the outstanding support you and your staff have continually provided the North Carolina Army National Guard. We are proud to have 94 armories located in 75 of the 100 counties across the state, and we've never forgotten that our first mission is to support the local community. Without your generous contribution of airtime to our Non-Commercial Sustaining Announcements, we could not adequately man, equip and train the soldiers necessary for our local, state and federal missions.

The Army National Guard is an elite group of men and women who dedicate a portion of their time to serving their nation, state and local community. Guard members have a long and noble history of serving at home and abroad to ensure the safety and freedom of the their fellow citizens. With your help, we have maintained a force of over 10,000 soldiers throughout North Carolina who serve part-time and are fully committed to being ready when needed.


Guard members are the best-trained, best equipped, and most respected military force in history. Since the first muster in 1636, the Guard has brought glory and honor upon itself and its Soldiers through quiet and selfless service.

We know how valuable your airtime is and we sincerely appreciate the trust you've placed in us. If we can be of service to you now or in the future, please let us know.

Sincerely,

Clifford Wilkins  
Lieutenant Colonel, Infantry  
Commanding





August 3, 2007

Lee Armstrong Lumpkin  
WSOC & WAXN Television  
1901 N Tryon St  
Charlotte, NC 28206

Dear Lee:

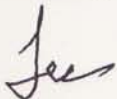
Thank you for WSOC & WAXN Television's investment in Charlotte's cultural community through a gift to ASC's 2007 Annual Fund Drive. Your generous support enabled ASC to grant over \$12.8 million to more than 100 cultural organizations and creative individuals. Please take great pride in knowing that your company has helped sustain and fortify Charlotte's cultural community.

To show our appreciation, please find enclosed a certificate of participation to display in your business. Also enclosed is a Connect with Culture Card. The Connect with Culture Card provides buy one get one free offers at cultural groups throughout Charlotte-Mecklenburg. Go to [www.CharlotteCultureGuide.com](http://www.CharlotteCultureGuide.com) for a complete list of participating cultural groups.

Starting in November and leading up to our 2008 Annual Fund Drive, you will be contacted by a dedicated volunteer asking for your continued support of the cultural community in Charlotte-Mecklenburg. We appreciate your thoughtful consideration of this request as you develop your operating budget for the 2008 fiscal year.

Thanks again for helping ASC build appreciation, participation and support for arts and culture in our community.

Sincerely,



Lenoir C. Keesler, Jr.  
President & CEO

Enclosures





May 29, 2007

Ms. Lee Armstrong, General Mgr.  
WSOC-TV  
P.O. Box 34665  
Charlotte, NC 28234

Dear Ms. Armstrong:

On behalf of the Charlotte-Mecklenburg Community Relations Committee, I would like to thank you for your generous contribution and support in making the Twenty-Eighth Annual Police Community Relations Awards Program a success. Please know that it is because of the interest and support of your company that we are able to honor police officers for their efforts in improving police-community relations in the greater Charlotte-Mecklenburg area.

Later this month, the Police Community Relations Subcommittee will begin a formal review and evaluation of this year's program. At that time we will review any comments, concerns, or suggestions submitted by sponsors, police personnel, and the general public. We invite you to be a participant in this process by sharing any suggestions you may have for the 2008 Awards Program. This information can be submitted in writing to the Charlotte-Mecklenburg Community Relations Committee, 600 E. Trade Street, Charlotte, NC 28202 or by calling Donna Sullivan at (704) 336-3056 Monday thru Friday between the hours of 8:00 a.m. and 4:30 p.m.

Initial plans for next year's program will be developed in the fall of this year. At that time strategies for identifying potential award winners will be developed. We will also begin contacting our sponsors to ascertain their intent on being a part of the 2008 awards program. To that end, we respectfully request you continue as a sponsor of the Police Community Relations Awards Program.

Once again, we thank you for your support and involvement in the Police Awards Program. We look forward to talking with you over the next few months.

Sincerely,

Andrea Huff, Chair  
Police Community Relations Subcommittee

AHdfs

Enclosure: Ceremony Programs and Award Winners Poster





September 24, 2007

**Board of Directors**

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Pender McElroy

*Vice President*

Maurice O. Green

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Shannon Crystal

*Treasurer*

Brent Trexler

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George Wackerhagen

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Jane McColl

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Douglas W. Oldenburg

Betty Chafin Rash

Don Steger, Ph.D.

**Executive Director**

Carol Hardison Hughes

Mr. Joe Pomilla  
Vice President and General Manager  
WSOC-TV/WAXN-TV  
PO Box 34665  
Charlotte, NC 28234

Dear Mr. Pomilla,

Thank you for the wonderful volunteer recognition event at the Speedway last week. We appreciate your long, proud tradition honoring those who give selflessly to others throughout our region with the **Nine Who Care Award**. Of course we were especially honored that you recognized our partners at Marshall's for their makeover of our community's free store for people in poverty. Their commitment to this agency on many different levels is a model partnership for other corporations on how to provide substantive outreach.

I am sorry I missed getting to introduce myself to you at the luncheon. Crisis Assistance Ministry has enjoyed a special outreach partnership with WSOC-TV over the years through your one-of-a-kind Steve's Coats for Kids Annual Coat Drive. It has been an overwhelming success for thousands of children in our region who would have gone through the winter with less than adequate clothing.

I invite you to tour the agency if you did not have an opportunity during your earlier days in Charlotte. Our financial aid "emergency room" and our store are just a few blocks away from WSOC/WAXN at Graham Street and Statesville Avenue.

Thank you again for the opportunity to recognize those in this community who are providing such support and dedication to this region. We are thankful for what WSOC/WAXN does to serve our community!

Sincerely,

*Carol H. Hughes*

Carol Hardison Hughes  
Executive Director



GERALD C. WEINBERG  
President & CEO



MUSCULAR DYSTROPHY ASSOCIATION, INC.  
3300 East Sunrise Drive • Tucson, AZ 85718-3299 • (520) 529-5301  
JerryWeinberg@mdausa.org

September 4, 2007

Mr. Joe Pomilla  
Vice President & General Manager  
WAXN-TV  
1901 N. Tryon Street  
Charlotte, NC 28206

Dear Joe:

With you and your team's all-important help, this year's Jerry Lewis Labor Day Telethon was another record-breaker! On behalf of all those we serve in your viewing area to whom your support means unprecedented help and hope, I express deep gratitude.

The funds you helped raise will assure more research breakthrough announcements like those made on this year's show, and the continued expansion of MDA's health care services programs. Your key contribution to our Telethon effort and to the success of our year-round activities brings much closer the day when our accelerating research progress will mean the ultimate defeat of neuromuscular disease. Thanks again for moving that day nearer.

With kind regards...

Sincerely,

GCW:jgn

A handwritten signature in blue ink, appearing to be "Gerald C. Weinberg", is written over the typed name "GCW:jgn". The signature is fluid and cursive, with a large loop at the beginning.





September 15, 2006

Ms. Tammy Harris  
WSOC TV  
P. O. Box 34665  
Charlotte, NC 28234-4665

Dear Tammy and Friends:

The 2006 School Tools Campaign has been very successful. Individuals, businesses, churches, and civic organizations have already donated 10,500 pounds of school supplies and to date we have provided 2,589 students with items they needed to start school. Our drive will continue throughout the year – we still have groups who will be delivering supplies to our office as they wind up their drives. School personnel will access these supplies throughout the year as they identify students in need. We are most grateful for all you did to help get the word out and coordinate this much needed collection.

We are also grateful to the North Carolina National Guard for delivering the barrels, all Cabarrus County Food Lion stores, Golden Corral, and the numerous volunteers who delivered, sorted, and bagged supplies. Thanks, too for your help in promoting our School Tools partnership with the Kannapolis Intimidators. Our collection there has increased every year.

The \$100 Staples gift certificate we received at the kickoff breakfast was used to buy much-needed supplies that were not in the barrels. Please make sure everyone there knows how grateful we are for all you did to provide our very deserving students the school supplies they need to have a successful school year.

Thanks for caring,

Catherine Campbell  
Executive Director  
Communities In Schools of Cabarrus County



April 1, 2008

Shawn Bartelt  
Vice President and General Manager WFTV-WRDQ  
490 East South Street  
Orlando, FL 32801

Dear Manager Bartelt:

It is with great appreciation that I commend your staff on their coverage of Jones High Schools' 2008 Valedictorian, Elease Samms. Their professionalism and interest in the unfolding story has made them a part of the events that followed.

On Friday, March 21<sup>st</sup>, I noticed two crew members taking pictures of the school. When I approached them to learn why we were in the news, they told me that they were working on a story of a student who had been expelled from Jones High School. I told them that Jones had often been in the news in a negative light, and I asked them if they would like to hear a true success story. Ms. Holt immediately promised to send a reporter the following Monday.

True to her word, a reporter came on Monday to get the story of Elease Samms. When your station aired the program and told her story, using visuals such as holding a candle to illustrate how she had to study by candlelight for six months when the family had no electricity, hearts were touched throughout the city. As a result of that broadcast, Mr. Harris Rosen immediately started the process of making Elease's dream to attend Cornell University College of Architecture come true.

Again on March 31<sup>st</sup> your reporter and cameraman came to Jones High School to follow-up at the time that Cornell University sent the letter to Elease that she had been accepted in the College of Architecture. A special celebration had been arranged and a phone call came from Mr. Rosen. Your crew worked efficiently and unobtrusively around all the festivities and seemed a part of the whole celebration.

Please thank all your employees who have been involved in this outstanding chain of events for their part in the miracle. Your station was the catalyst that captured Mr. Rosen's attention and resulted in her acceptance at Cornell. We are grateful for your excellent coverage of a human-interest story that has captured all our hearts.

Sincerely yours,

Bridget Williams, Principal

April 10, 2008

Shawn Bartelt  
WFTV, Inc.  
490 East South Street  
Orlando, Florida 32801

Dear Ms. Bartelt,

On behalf of Boys & Girls Clubs of Central Florida and Orlando area citizens, I would like to thank you for your efforts to make our community a better place. WFTV 9 – Family Connection has impacted thousands of families in your broadcast area, by bringing information and opportunity to those who need it most.

Additionally, your Family Connection specials recognize positive programs and achievements by highlighting those who are “getting it right.” Many people in our community invest their hard work and their dollars back in to the community to make it a better place, and I congratulate you on recognizing their accomplishments.

I would also like to express our appreciation for your ongoing partnership with our Steak & Steak Dinner and Auction. This event raises funds to operate vital programs in our communities’ most challenged neighborhoods. These funds directly impact youth, providing them with programs that help them become productive, responsible and caring citizens. By promoting this event and the work our organization does, you ensure community awareness, participation, and excitement for the event.

Again, I thank you for the investment that WFTV 9 makes in the community you serve.

Sincerely,

Gary W. Cain  
President



# CITY OF ORLANDO

POLICE DEPARTMENT

OFFICE OF  
VAL B. DEMINGS  
CHIEF OF POLICE



April 9, 2008

Bob St. Charles, Director of Marketing  
WFTV  
490 E. South Street  
Orlando, Florida 32801

Dear Mr. St. Charles:

I want to personally thank you for your commitment and support of the Orlando Police Department's new youth mentoring program, *Operation Positive Direction*.

The Orlando Police Department has identified at-risk students at Memorial Middle School, Carver Middle School and Jones High School. This program will assess students' needs and help them set individual goals. Your generous assistance will also allow us to include a reward system for the students as they meet their goals.

Again, thank you for helping to make a difference in the lives of our children. We are so excited about this new program and look forward to working with you.

Sincerely,

*Val B. Demings*

Val B. Demings  
Chief of Police

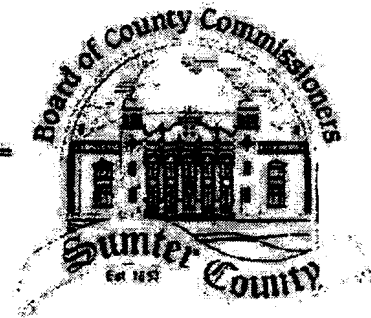
VBD/lh



# Board of County Commissioners

## Sumter County, Florida

910 N. Main Street, Room 201 • Bushnell, FL 33513-8146 • Phone (352) 793-0200 • FAX (352) 793-0207  
 SunComm: 665-0200 • Website: <http://sumtercountyfl.gov>



April 11, 2008

WSTV  
 490 East South Street  
 Orlando, FL 32801

Attn: Shawn Bartelt,

Our sincere thanks are extended to the management of WSTA in Orlando, Florida for their generous contribution which helped to facilitate the installation of our new weather tower and severe weather warning system in Sumter County.

The service area encompasses all of Sumter County and a major portion of Lake County. The residents of the area are most appreciative of your generosity.

Sincerely,

Richard Hoffman, Chairman  
 Commissioner, District 1

Richard "Dick" Hoffman, Dist. 1  
 Chairman  
 (352) 753-1582 or 793-0200  
 910 N. Main Street  
 Bushnell, FL 33513

Randy Mask, Dist. 5  
 Office: (352) 793-0200  
 Home: (352) 793-3930  
 910 N. Main Street  
 Bushnell, FL 33513

Doug Gopin, Dist. 2  
 2<sup>nd</sup> Vice Chairman  
 (352) 793-0200  
 910 N. Main Street  
 Bushnell, FL 33513

Bradley S. Arnold,  
 County Administrator  
 (352) 793-0200  
 910 N. Main Street  
 Bushnell, FL 33513-6149

Michael E. Francis, Dist. 3  
 (352) 753-1582 or 793-0200  
 910 N. Main Street  
 Bushnell, FL 33513

Gloria R. Hayward, Clerk & Auditor  
 (352) 793-0215  
 209 North Florida Street  
 Bushnell, FL 33513

Gary Breen, Dist. 4  
 Vice Chairman  
 (352) 793-0200  
 910 N. Main Street  
 Bushnell, FL 33513

County Attorney  
 The Hogan Law Firm  
 Post Office Box 485  
 Brooksville, Florida 34605



April 10, 2008

Mr. Bob St. Charles  
Director of Marketing  
WFTV-TV  
490 E. South St.  
Orlando, FL 32801

Bob,

Listeners to WAOA, WHKR, WSJZ, & WINT-AM know when to take shelter, when to evacuate, when to be extra careful at the beach, or just when to take an umbrella. This is because of our long association with WFTV. Our listeners want to know the weather for Brevard County. Our radio partnership with WFTV provides just that.

Thank you for your continued dedication to the Brevard County portion of your coverage area.

Best regards,

Sue Garrett  
Market Manager—Melbourne



Cumulus Broadcasting, Inc. • 1775 W. Hibiscus Blvd. Suite 101 • Melbourne, FL 32901 • (321) 984-1000



## LEISURE SERVICES DEPARTMENT

April 10, 2008

MAILING ADDRESS  
CITY OF SANFORD  
POST OFFICE BOX 1788  
SANFORD, FLORIDA 32772-1788

PHYSICAL ADDRESS  
CITY HALL  
300 NORTH PARK AVENUE  
SANFORD, FLORIDA 32771-1244

TELEPHONE  
407.330.5697

FACSIMILE  
407.330.5691

WEBSITE  
WWW.SANFORDFL.GOV

### CITY COMMISSION

LINDA KUHN  
MAYOR

ART WOODRUFF  
DISTRICT 1

DR. VELMA H. WILLIAMS  
DISTRICT 2, VICE MAYOR

RANDY JONES  
DISTRICT 3

JACK T. BRIDGES  
DISTRICT 4

CITY MANAGER  
ROBERT (SHERMAN) YERF

Mr. Bob St. Charles  
Director of Marketing  
WFTV Channel 9  
490 East South Street  
Orlando, FL 32801


Dear Bob,

I'd like to take a moment to thank you and the WFTV family for your support and commitment to Sanford's 4<sup>th</sup> of July Celebration.

Over the last four years we have seen this event grow to become the main regional destination for Independence Day celebrations. This is due to the contributions that you and WFTV have made to our community. The City of Sanford is excited about the future of this family oriented event and we look forward to taking it to the next level.

Thank you again for your continued partnership and friendship with the City of Sanford.

Best Regards,

  
Lisa A. Jones  
City of Sanford  
Manager of Leisure Services

*The Friendly City*



Mark A. Hollamon  
Director of Special Events

8045 Cleveland Circle  
Orlando, FL 32816-8212  
407-450-8008, Tollfree 1-800-FM-AWARE  
[www.komencentralflorida.org](http://www.komencentralflorida.org)

Thursday, April 10, 2008

Mr. Bob St. Charles  
Director of Marketing, WFTV  
490 E South St.  
Orlando, FL 32801

Dear Mr. St. Charles:

On behalf of the Central Florida Affiliate of Susan G. Komen for the Cure, I would like to offer my warmest thanks for your continued support of our Central Florida Race for the Cure and our Rock Pink for the Cure concert. The partnership we have developed over the years has allowed us to get our message out to your huge audience and as a result made our events more successful.

WFTV assists us in many areas from marketing, advertisement production, talent search, right down to the ongoing relationship with our friend and Honorary Co-Chair Vanessa Echols. Your assistance and willingness to offer us an opportunity to access air time for public service messages also ensures our message of early detection gets out to the Central Florida community.

Again, thank you so much for making our passion your passion and working with us to help us keep our promise of ending breast cancer forever. Together, we will!

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Hollamon". The signature is fluid and cursive, with a large loop at the end.

Mark Hollamon

Three simple steps to early detection are regular mammograms, clinical exams and breast self-exams.



April 10, 2008

Bob St. Charles  
Director of Marketing  
WFTV/WRDQ TV  
490 E. South Street  
Orlando, FL 32801

Dear Bob,

On behalf of Smooth Jazz 103.1 WLOQ and the Winter Park Sidewalk Art Festival Committee, we'd like to express our sincere gratitude for your support and contribution to the success of the 2008 Winter Park Sidewalk Arts Festival this past March.

For the past several years, WFTV/WRDQ has been an incredible partner and great contributor to our community by donating resources and airtime to help promote the Winter Park Sidewalk Arts Festival. Quite simply, without your support, the event could not be as successful as it's been.

You and your team are excellent partners and we look forward to continuing our relationship and partnership for many years to come.

Sincerely,

A handwritten signature in black ink, appearing to read "Ken Marks".

Ken Marks  
VP/General Manager  
Gross Communications, Inc.  
WLOQ-FM, Orlando Home & Leisure, Orlando CEO

# *Palm Bay Police Department*

*"City of Palm Bay, A Perfect Place to Grow"*

William B. Berger  
Chief of Police



*Past President - FPCA*

130 Malabar Road SE  
Palm Bay, FL 32907-3009

(321) 952-3458  
Fax (321) 953-8910

April 9, 2008

Bob St. Charles, Director of Marketing  
WFTV Channel 9  
P.O. Box 999  
Orlando, FL 32802

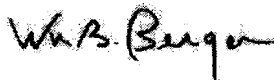
Dear Bob,

This letter is to express our sincere appreciation to you and the staff of WFTV for your support of the Palm Bay Police Department's annual Hurricane Awareness Seminar. Since 2005 you have graciously supported our event with vital information to our citizens. Chief Meteorologist Tom Terry has become beloved in this City and we look forward to the expertise and information he provides in helping our citizens prepare for each hurricane season.

The success of this event could not be realized without your support. Hundreds of people have benefited from WFTV'S participation in this seminar and the number of attendees continues to grow.

We look forward to our continued partnership with WFTV delivering the knowledge and information our citizens need to be safer!

Respectfully,



Chief Bill Berger  
Palm Bay Police Department

President



2001-2002



**Lake Mary Heathrow  
Festival of the Arts**

4/8/2008

TO: Bob St Charles  
FROM: Lesli Riggan  
RE: Lake Mary Heathrow Festival of the Arts

Bob,

The Board of Directors of the Lake Mary Heathrow Festival of the Arts would like to thank you and WFTV for participating in the 2007 Lake Mary Heathrow Festival of the Arts.

WFTV always makes a great partner!

With warmest regards,

Lesli Riggan  
Board member – Lake Mary Heathrow Festival of the Arts



Serving Orange, Osceola, Seminole,  
Lake & Volusia Counties

April 8, 2008

Mr. Bob St. Charles  
Director of Marketing  
WFTV Channel 9  
23989282986289  
Orlando, FL

Dear Bob:

On behalf of the Central Florida Sports Commission, I would like to thank you for your support and commitment in making the 2007 Dodge FHSAA Football Finals a tremendous success. More than 55,000 fans attended the two-weekend event, marking it as the second largest crowd in FHSAA history. This would have been impossible to achieve without your extensive promotional partnership.

With the benefit of your key support, along with the support and hard work of a great many others, we were able to provide each athlete and spectator a wonderful experience in beautiful Orlando, Florida. As a result, the FHSAA has agreed to a two-year extension, which will keep the Football Finals in Orlando through 2010.

Thanks again and we look forward to your participation in the Dodge FHSAA Football Finals in future years.

Best regards,

Kevin Coulthart  
Vice President of Events





## **Osceola High School**

420 South Thacker Avenue  
Kissimmee, Florida 34741  
(407) 518-5400



April 8, 2008

WFTV Channel 9  
490 E. South Street  
Orlando, Florida 32801

Attn: Bob St. Charles  
Director of Marketing

Dear Mr. St. Charles,

On behalf of the Osceola High School Administration and Staff, please accept our heartfelt thanks for the wonderful presentation made by your staff during the Hurricane Safety Tour. The information presented could very well save many lives, as well as prepare our community for the inevitable arrival of hazardous weather.

We would also like to thank you for the support given to our football team at the 2007 State Championship.

Sincerely,

Chuck Paradiso  
Principal

# ORLANDO

April 8, 2008

Bob St Charles  
Director of Marketing  
WFTV 9/WRDQ 27  
490 E. South Street  
Orlando, FL 32801

Dear Bob,


I wanted to drop you a note to share my personal appreciation as well as that of the Orlando / Orange County Convention & Visitors Bureau Inc. for the many joint efforts that have been executed between our two organizations over the past few years.

We certainly could not have been as successful as we were over the past two years with our Magical Dining campaign if WFTV had not partnered with us and helped pave the way through promotional partnerships as well as providing valuable community partner introductions. As a result, the campaign is a spectacular success that has taken on a life of its own.

In addition, since the CVB is so instrumental in the development of the Orlando Citrus Parade, I can't even begin to highlight how your involvement locally as well as corporately by way of facilitating introductions and talent orchestration has assisted in catapulting that effort to an international audience.

In summary, thank you for everything that you and your team do to assist these and countless other ventures within our community.

Sincerely,



Paul Heirnes  
Director of Marketing



## BLACK CROW MEDIA, LLC

Darlyn Nangano  
126 West International Speedway Blvd  
Daytona Beach, FL 32114  
April 8, 2008

Bob St. Charles  
Director of Marketing  
WFTV

Dear Bob:

I wanted to take this opportunity to thank WFTV for being our radio partner for weather updates and our provider of weather information during severe weather. It is beneficial to our listeners in Volusia and Flagler counties to have this information when they need it and I am grateful for our relationship.

Sincerely,

Darlyn Nangano  
Senior Marketing Consultant  
Black Crow Media



WWW.WKOD.FM



WWW.WVYE.FM



WWW.WKRD.FM



WWW.WNUB.AM

126 WEST INTERNATIONAL SPEEDWAY BOULEVARD • DAYTONA BEACH, FLORIDA 32114  
386-255-9300 386-238-6071 Fax



# CITY OF ORLANDO

OFFICE OF  
COMMUNICATIONS

April 8, 2008

Bob St. Charles  
Director of Marketing  
WFTV Channel 9  
490 E. South St.  
Orlando, FL 32801

Dear Bob,

On behalf of the City of Orlando, I want to extend our sincere appreciation for WFTV's commitment to supporting local events. It is community partners, like you, that make Orlando a great City to live, work and play.

This past year, the two events we have collaborated on have been a huge success. Our annual 4<sup>th</sup> of July celebration, "Fireworks at the Fountain", continues to provide a patriotic celebration for both event attendees and those citizens watching TV at home. And our second event, "Orlando Prepares", offers residents disaster preparedness training and health information. Both of these events are wonderful examples of how public/private partnerships can benefit a community.

It has been a pleasure working with WFTV on these projects and I look forward to working with you on future events. Thank you for your continued support and for being a valuable community asset.

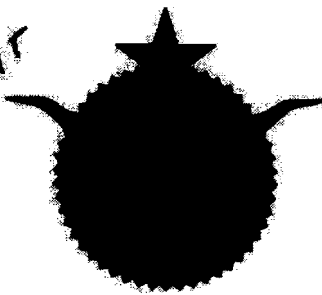
Sincerely,

A handwritten signature in cursive script that reads "Michele Brennan".

Michele Brennan  
Director of Communications  
City of Orlando

Carol  
Johnny  
Judi  
Public File

KHBO & KTHH



## VICTORY

A Branch of the American Cancer Society

Ms. Judy Lakin  
Cox Radio / The New 93Q & Country Legends 97.1 FM  
1990 Post Oak Blvd., Ste 2300  
Houston, TX 77056

It is with pleasure that VICTORY honors Cox Radio / The New 93Q & Country Legends 97.1 FM as the recipient of the prestigious Distinguished Visionary Award. This is an award given to an individual or a company who has contributed \$100,000 or \$200,000 in-kind cumulatively since the founding of our organization. VICTORY would like to highlight your extraordinary contribution and honor you during a special awards presentation at the BARON'S BREAKFAST.

Sixteenth Annual  
Baron's Breakfast  
Wednesday, May 23, 2007  
7:30 - 9:30 AM  
Brennan's Restaurant  
3300 Smith Street

Guest Speaker  
Dr. Samuel Hassenbusch  
M.D. Anderson Cancer Center

The Baron's Breakfast is graciously underwritten by The Montelone Hotel and Dr. & Mrs. John Mendelsohn of the University of Texas M.D. Anderson Cancer Center. Complimentary valet parking will be provided.

We are pleased to have the opportunity to introduce and honor you at the breakfast. The American Cancer Society gratefully salutes you.

This will be a unique and inspiring experience for all who attend. Again, we thank you for your generous support and look forward to seeing you on May 23<sup>rd</sup>.

Sincerely yours,

Dolores Powell  
VICTORY President

CATTLE BARON'S BALL    HOLIDAY SHOPPING CARD  
BARON'S BREAKFAST    CHILDREN'S PARTY

P.O. BOX 572915, HOUSTON, TEXAS 77257-2915  
713.266.2877 FAX 713.266.8026



*Public  
File*

**Fort Bend County Women's Center, Inc.**

*Assisting Survivors of Domestic Violence & Sexual Assault and their Children*

January 23, 2007

John Breland  
Cox Radio  
1990 Post Oak Blvd., Suite 2300  
Houston, Texas 77056

Dear Mr. Breland,

On behalf of the Fort Bend County Women's Center Board of Directors, we would like to express our deep appreciation to you for your participation in the 11th Annual Gillman Companies "Driving Toward a Safer Home" Charitable Golf Tournament.

The tournament was a huge success netting \$60,000 for the Women's Center to assist survivors of domestic violence and sexual assault and their children. We are pleased to announce our new partnership with Sweetwater Country Club. Our next tournament will be **Monday, November 12, 2007 at Sweetwater Country Club**. Mark your calendars and note the new location!

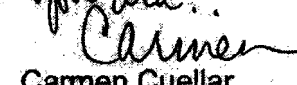
The Women's Center impacts the lives of so many in Fort Bend and Harris Counties every day. In over 25 years of serving the community, more than 20,000 women and children have been helped to achieve violence-free lifestyles. Without our shelter, counseling and various programs, many of these survivors and their children would have no hope.

Thank you for your part in assisting our clients to become free from violence and restoring the hope for a new beginning.

Sincerely,

  
Vita Rogers  
Executive Director

  
Lane Pearson  
Event Chair

*Thank you for all  
you did!*  
  
Carmen Cuellar  
Gillman Coordinator

To obtain photos of the tournament and your team log on to <http://stevendavid.com/orderphotos.html>.  
Proceeds of the sale of the photos benefit the Women's Center.



April 5, 2007

Ms. Constance McDerby  
Key Account Manager  
107.5 K-HITS  
1990 Post Oak Blvd., Suite 2300  
Houston, Texas 77056

Dear Constance:

I want to extend my sincerest appreciation and thanks to the 107.5 K-HITS family for choosing Baytown as a "stop" for your Hometown Handshake Tour on March 29<sup>th</sup>, 2007. Our staff, residents and City dignitaries were so excited about the opportunity to have our community showcased on the show, and we wanted your listeners to hear about all the wonderful amenities Baytown has to offer.

Baytown has always been viewed by others as a "blue collar industrial" town – home to ExxonMobil, Bayer and Chevron Phillips, among others. Our growth is booming each year, and many people outside the City have never realized that we have numerous recreational and environmental facilities and activities, a rich history and culture, as well as a number of tourist attractions in our own backyard. Our partnership with 107.5 K-HITS allowed us to "get the word out" about the hidden gems in our community and promote Baytown in a positive light.

I would like to commend you and all the staff at 107.5 K-HITS. I have coordinated and hosted numerous events during my career in the field of parks and recreation, and outside of my own staff, I have never worked with such a dedicated and charismatic team such as yours. The live broadcast was mixed with a lot of fun and energy. Every aspect of the show, from the on-air interviews and discussion of the "hot topics" in our community, to the "pre-event" preparations at Roosters and the on-air promotions, were covered with such detail and the utmost professionalism. I am certain that every City that you visit throughout the remainder of the tour is in for a wonderful experience, and they will thoroughly be pleased with the outcome.

If I can ever be of assistance as a reference for future tour cities, or if you have any other promotional opportunities in the future, please do not hesitate to contact me. Thank you so much for your support of our City and community.

Sincerely,

Kylie M. Duchie  
Superintendent of Recreation



April 20, 2007

Cox Radio - KLDE-FM 107.5  
1990 Post Oak Blvd Ste 2300  
Houston, TX 77056

Thank you Bill Tatar, for providing your support for the concert held in Katy Texas at the Spanish Meadows Nursing and Rehab Center featuring Johnny & Ardener April 18, 2007.

Your participation of a Full Page Program Ad and Door Prizes go a long way in promoting concerts for seniors in our communities.

Again, thank you very much.

Bruce Tuggle,  
Manager





May 1, 2007

Mr. Bill Tatar  
Marketing Director  
Cox Radio-Houston  
1990 Post Oak Blvd., Ste. 2300  
Houston, TX 77056

Dear Bill,

On behalf of the Sunshine Kids Foundation and young cancer patients across North America, I would like to thank you for your generous contribution of \$351.00 raised in support of Craig Biggio. With the support of friends like you, we are able to provide positive and exciting group activities that allow the children to get away from their painful treatments for a while, and do what kids are supposed to do ... have fun and celebrate life!

The Sunshine Kids are getting geared up for the National Heritage Tour which will be held May 14-20, in Washington, D.C. The Kids will spend this amazing week visiting historical monuments and museums, touring the FBI Building and the Capital Building while meeting with elected representatives. They will also have the chance to visit the most famous house in America, the White House, with a private visit with President Bush which will make this week something they will always remember.

Thank you once again for your support. Together, with everyone's help, we are able to brighten the hearts and lives of children with cancer.

Sincerely,

*Thanks again!*  
*Jennifer C. Wisler*  
Jennifer C. Wisler  
Director of Children's Services

*Brooke A. Webster*  
Brooke A. Webster  
Director of Development

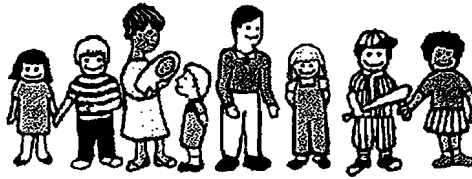
To provide you with accurate records for tax purposes, this is to confirm that no goods or services have been provided in exchange for your charitable gift. You should retain this acknowledgment as federal tax provisions may require that you have it in order to deduct your charitable contribution.

Sunshine Kids National Office  
2814 Virginia Street  
Houston, Texas 77098 • (713) 524-1264

[www.sunshinekids.org](http://www.sunshinekids.org)

Sunshine Kids West Coast Office  
662 N. Van Ness Ave. #203  
Los Angeles, CA 90004 • (323) 769-2520

## **FORT BEND FAMILY HEALTH CENTER, INC.**



**A United Way Agency**

August 20, 2007

Bill Tatar  
KHTC-FM  
1990 Post Oak Boulevard, Ste. 2300  
Houston, TX 77056

Dear Bill,

On behalf of the board of directors, staff, and clients of Fort Bend Family Health Center, Inc. (FBFHC) I would like to thank you, David and Nikki for 107.5 K-Hits participation at our 2007 Back-to-School Health Fair. David and Nikki were a big hit; everyone enjoyed the music and fun giveaways.

Fort Bend Family Health Center is a private, not-for-profit community health center that serves Fort Bend County and the surrounding areas. Fort Bend Family Health Center, Inc. is a United Way agency. Each year they provide assistance to approximately 20,000 members of the Fort Bend, Waller and Wharton communities through maternity, pediatric and adult clinics, dental services, WIC (Women, Infants and Children) nutrition program, and medical case management and treatment support.

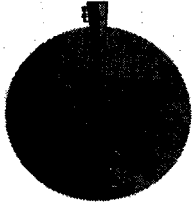
Once again, thank you for your generosity and support of Fort Bend Family Health Center. We hope you will join us next year!

Sincerely,

A handwritten signature in black ink, appearing to read 'Crystal Sherrod'.

Crystal Sherrod  
Community Relations Specialist

No goods or services were provided by Fort Bend Family Health Center, Inc. in return for this contribution.



## West Central Florida Group, Inc.

31860 Taylor Grade Road Duette, FL 33834

A Non-Profit, 501(c)(3) Scientific and Education Organization

April 12, 2008

Mr. Howard Turri, General Manager, WHPT  
Cox Radio Tampa Bay  
11300 4<sup>th</sup> Street North Ste 300  
Saint Petersburg FL 33716

Dear Mr. Turri:

I on behalf of The Board of Directors of The West Central Florida Group, Inc., the operators of the NI4CE Amateur Radio repeater system, We wish to extend our heartfelt thank you for the tremendous support that Cox Radio Tampa Bay has for the past seven years and continues to provide to our organization.

The West Central Florida Group, Inc. is a 501(c)(3) organization that exists primarily to provide emergency communication services for nearly 10,000 square miles in West Central Florida. This includes our main repeater at 1,035 feet on the Cox WHPT tower in Verna, Florida. Without the years of support from Cox Radio of Tampa Bay this system may very well not exist, leaving the citizens of Tampa Bay with diminished communication abilities during emergency events.

Our most memorable event was the service provided by the NI4CE repeater system during the direct impact of Hurricane Charley where for nearly 36 hours the NI4CE repeater system was the **ONLY** means of communication outside of the disaster stricken area. This service would have been absolutely impossible without the *DIRECT* backing of Cox Radio and their most gracious support. During this disaster the repeater system was used extensively by The Salvation Army, Red Cross and the National Weather Service as well as all of the affected Emergency Operation Centers in the disaster area as well as many other government and private relief agencies.

The West Central Florida Group, Inc. relies extensively on our corporate partners and their continuing support to keep this repeater system alive. Cox Radio Tampa Bay is one of our largest and most important partners. Cox Radio Tampa Bay has and continues to be a huge asset to our group by providing us access to their tower facilities, access to emergency power and shelter at the base of the tower to house our radio equipment. Please realize that the support of Cox Radio Tampa Bay has and continues to affect the health and safety of thousands of people in Tampa Bay. Again, we wish to extend a very big **Thank You** to Cox Radio Tampa Bay.

Warmest regards,

S

Sean C. Fleeman, President  
The West Central Florida Group, Inc.

<http://www.ni4ce.org>



April 10, 2008

Ms. Shawn Bartelt  
WFTV  
490 East South St.  
Orlando, FL 32801

Dear Ms. Bartelt:


*and celebrate!!*

What a pleasure it is to share the communication services provided by your station as well as its community outreach programs. Our main partnership to WFTV is through the Family Connection. Your assistance in creating and airing public service announcements for the United Arts campaign has been instrumental in raising 6 million dollars annually for the past several years.

We can't think of a time when we've asked for support – whether it be hosting an event, promoting a performance, or donating money – that WFTV has not risen to the occasion.

United Arts is proud to be partners in the local broadcast community and are ever thankful for WFTV's commitment to cultural awareness, diversity and sustainability in Central Florida.

Respectfully yours,

  
Margot H. Knight  
President & CEO

  
Emma Kruch  
Marketing & Public Relations Coordinator

*We are so grateful for everything you do!*

*MAK*

PO Box 940068  
Maitland, FL 32794-0068  
Phone: 407.628.0333  
Fax: 407.628.9110

E-mail: [uacf@UnitedArts.cc](mailto:uacf@UnitedArts.cc)  
Web: [www.UnitedArts.cc](http://www.UnitedArts.cc)

#### OFFICERS

Chair  
Hal H. Kantor

Vice Chair  
Jerry Montgomery

Treasurer  
Jim Fritz

Secretary  
Ray L. Sandhagen

President & CEO  
Margot H. Knight

#### TRUSTEES

The Martin Andersen-Gracie  
Andersen Foundation  
Thomas P. Warlow, III

Bright House Networks  
J. Christian Fenger

Blue Cross and  
Blue Shield of Florida  
Tony Jenkins

City of Orlando  
The Honorable Buddy Dyer

CNL Financial Group, Inc.  
James M. Seneff, Jr.

Darden Restaurants, Inc.  
Clarence Otis, Jr.

Elizbeth Morse Genius  
Foundation, Inc.

Alan Ginsburg Family Foundation  
Alan H. Ginsburg

Stephen H. Goldman  
Foundation, Inc.  
Stephen H. Goldman

Orange County, Florida  
The Honorable Richard T. Crotty

Orange County Public Schools  
Ronald Blocker

Orlando Sentinel Communications  
Kathleen M. Waltz

Orlando Utilities Commission  
Maylen Dominguez Arlen

Osceola County, Florida  
The Honorable Paul Owen

James H. & Alexia C. Pugh

Seminole County, Florida  
The Honorable Michael McLean

SunTrust Bank, Central Florida  
Ray L. Sandhagen

University of Central Florida  
Dr. John C. Hitt

Wachovia Bank, N.A.  
Marshall E. Vermillion

The Walt Disney Company  
Foundation/Walt Disney World Co.  
Jerry Montgomery



16 November 2006

Ms. Candice MacBlain, Creative Services Director  
Mr. Lonnie Valencia, Producer  
K-FOX Channel (Channel 14) El Paso/Las Cruces  
6004 N. Mesa  
El Paso, Texas 79902  
(915) 834-2117

Re: COMMENDATION

Dear Candice and Lonnie;

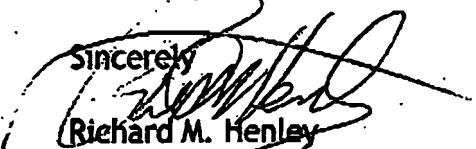
To you and your entire K-FOX station, we at Youth for Human Rights Int'l and the Int'l Fdn for Human Rights and Tolerance HIGHLY COMMEND you.

December 10th 1948 these 30 Basic Human Rights were unanimously passed by all member nations at the U.N. But they remained little promoted and got only lip service until 1997. Since then the Int'l Foundation and Youth for Human Rights started working with civic groups of all types and religious groups of all faiths, to make these fundamental human rights known in all countries starting with marathons. Today, the youth lead the way.

It's people like you and stations like yours, together with these materials and messages, that helps MAKE HUMAN RIGHTS A FACT. We, together, are now doing this in some 60 countries reaching almost 100 million people as this is written. Little by little, each time it is seen, freedom is given a little more strength and our natural mutual respect increases. It IS making a difference in lowering violence and increasing tolerance with each showing.

We continue this education and enlightenment throughout 2006 and all through the New Year. These timeless spots are yours to air as much as you possibly can. Again, thank you and the entire K-Fox team for your continuing assistance.

Sincerely

  
Richard M. Henley  
Youth for Human Rights

Youth for Human Rights International™  
P.O. Box 27306, Los Angeles, CA 90027  
Tel. (323) 663-5799 FAX (323) 663-2013

e-mail:



El Paso Affiliate  
1700 Murchison Suite 207 El Paso, TX 79902  
915-533-4433 Helpline 1-800 I'M AWARE  
www.elpasokomen.org

April 4, 2008

To Whom It May Concern:

It is with great pleasure that I submit this letter in regards to KFOX for their support of the El Paso Affiliate of Susan G. Komen for the Cure®. For the past 4 years, KFOX has been actively involved in producing our Komen El Paso Race for the Cure® spots that promote our Annual event. Each year, the spot is produced in a professional and timely manner, following our strict branding guidelines.

In addition to producing the spot, KFOX has aired the spot in an effort to increase our Race participation levels. It is because of this media attention, that in the past 2 years, our participation has increased from 7,450 to 13,500. Each year, KFOX news anchors serve as our Start and Finish Line announcers—creating an exciting and energetic atmosphere for all in attendance.

Besides being actively involved in the Komen El Paso Race for the Cure, KFOX promotes our National educational and fundraising program, Passionately Pink for the Cure™. In 2007, KFOX interviewed 5 breast cancer survivors during October, National Breast Cancer Awareness Month to increase awareness about the disease that affects 1 in 8 women in their lifetime.

KFOX is a superb media partner and the El Paso Affiliate appreciates their continued support in embracing our cause and educating their viewers about the importance of early detection. I would like to thank KFOX for their support in our promise to the world of saving lives and ending breast cancer forever.

Sincerely,

  
Jennifer Segall  
Susan G. Komen for the Cure  
El Paso Affiliate

The greatest risk factors for  
breast cancer are being female  
and growing older.

EL PASO CD JUAZREZ • NEW MEXICO  
**CRYSTAL DARKNESS**  
CAMPAIGN

April 7<sup>th</sup>, 2008

**KFOX 14**

6004 North Mesa  
El Paso, TX 79912

**ATTENTION: MR. JOHN WITTE**  
**SUBJECT: 28 MINUTE DOCUMENTARY**  
**REFERENCE: APRIL 10<sup>TH</sup> CRYSTAL DARKNESS CAMPAIGN**

Dear John;

Please find enclosed the 28 minute documentary which we VERY MUCH APPRECIATE you airing this coming Thursday April 10<sup>th</sup> from 6:30 to 7:00 pm.

I trust that the quality and presentation meets your standards and expectations.

Words are not enough to properly express our gratitude for your help and support in utilizing the resources that are available to you in reaching out to our community and helping make a positive difference in the lives of many.

THANK YOU FOR HELPING US build a wall of protection around our families, neighborhoods and community against crystal meth and all addictions.

Very Best Regards;

  
Pat McGrath

Crystal Darkness Campaign  
[www.crystaldarkens-ep.com](http://www.crystaldarkens-ep.com)  
ENCL: 28 MINUTE DOCUMENTARY



**THE SALVATION ARMY**  
El Paso County Administration

4300 E. Paisano • El Paso, Texas 79905  
P.O. Box 10756 • El Paso, Texas 79995-0756  
Phone (915) 544-9811 • Fax (915) 544-7469



April 9, 2008

KFOX-TV

Attention: Candice McBlain  
6004 North Mesa Street  
El Paso, TX 79912

To Whom It May Concern:

In the last two years, KFOX-TV has partnered with The Salvation Army in helping provide for the less fortunate of the El Paso community. KFOX-TV has collaborated with The Salvation Army in four different events the 2006 El Paso Floods, and three-can food drives.

During the 2006 El Paso Floods, KFOX-TV set up drop off locations for supplies and monetary donations. Roughly, 6,800 can food were collected and about \$4,800.00 cash was donated to help those in need.

For the three can food drives, KFOX-TV set up drop off locations and provided a total of thirty-eight minutes of air time exposure. The results were a total collection of 6,358-can food to feed the hungry.

I would like to express my gratitude to KFOX-TV for partnering with The Salvation Army. Their collaboration helped make these events successful.

Sincerely,  
Ronald W. Wildman, Major

*Have you considered putting the Salvation Army in your will?*

GENERAL SHAW CLIFTON  
International Leader

COMMISSIONER PHILIP SWYERS  
Territorial Commander

LT. COLONEL DON MOWERY  
Divisional Commander

MAJOR RON WILDMAN  
County Coordinator



**LaRue, Katie**

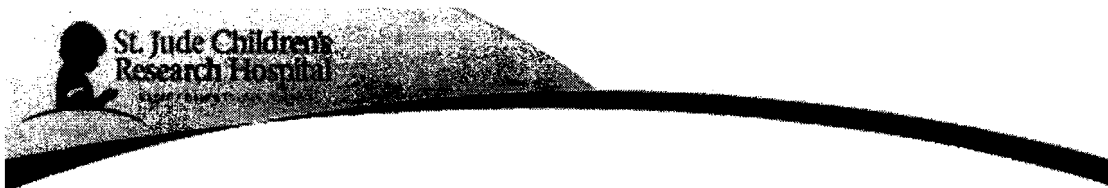
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**From:** Willoughby, Bob (CXR-Richmond)  
**Sent:** Thursday, April 03, 2008 6:25 PM  
**To:** LaRue, Katie; Doran, Joe (CXR-Richmond); Rogers, Brooke (CXR-Richmond)  
**Subject:** FW: Special thanks from St. Jude CEO

Localism

---

**From:** John Moses [mailto:melba.foster@stjude.org]  
**Sent:** Thursday, April 03, 2008 6:20 PM  
**To:** Willoughby, Bob (CXR-Richmond)  
**Subject:** Special thanks from St. Jude CEO



**To our loyal radio partners,**

As we reach the peak of our radio season, I wanted to tell you how grateful we are for your continued support of St. Jude Children's Research Hospital.

Because of your tireless efforts, we are able to provide care for all children regardless of race, religion, or a family's inability to pay.

It is my understanding that the economic situation that our country is facing is having an effect on the revenue generated from our radiothons. We know that you and your listeners are doing all that you can. Through your event, you are helping to add donors to our cause, and these donors are the heartbeat of our organization.

Please know that every dollar does make a difference and that your support is crucial to allow us to carry on Danny Thomas' vision that no child should die in the dawn of life.

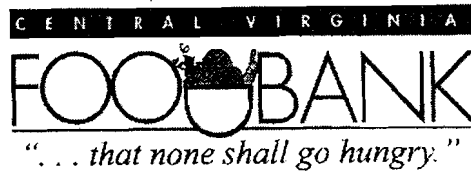
Continue to share our message with your listeners so that children everywhere have hope.

On behalf of the patients and families at St. Jude, I thank you.

Very truly yours,

A handwritten signature in black ink that reads "John P. Moses". The signature is written in a cursive, flowing style.

John P. Moses  
CEO  
ALSAC/St. Jude Children's Research Hospital



November 16, 2007

Angie Castlebury  
Y101 "Show Us Your Cans"  
812 Moorefield Park Drive  
Suite 300  
Richmond, VA 23236

Dear Angie,

Thank you for your recent donation of 12,449 pounds of grocery products to the Central Virginia Foodbank. Your kindness and concern for our most vulnerable neighbors truly makes a difference in the fight against hunger right here in our community.

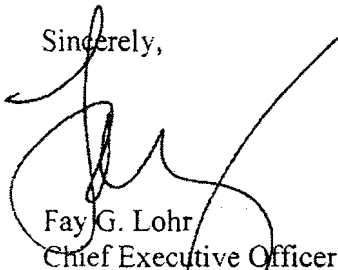
With your help, our Food Distribution Program serves more than 101,000 individuals every month who receive food in 31 counties and 5 cities in central Virginia. Food donors and food drives allow us to distribute more than 49,000 pounds of food and grocery products every day to feed:

- children in low-income, at-risk environments,
- senior citizens on fixed incomes,
- working poor families,
- homebound and disabled individuals,
- disaster victims, and others in crisis.

To meet the great need, we distribute food and grocery products to more than 500 network partners, including emergency pantries, congregate feeding programs, Kids Cafe sites, senior centers, soup kitchens and more. By working together, we know that we can prevent the devastating consequences of hunger and malnourishment that can produce a negative impact on our society.

Simply put, when you reach out to provide food to us, we can reach out to thousands of others. Thank you for playing a vital role in the Foodbank's mission "that none shall go hungry."

Sincerely,



Fay G. Lohr  
Chief Executive Officer

*you all - incredible  
where so much is the man!  
"Sludge" is the man!  
Many thanks!*

The Central Virginia Foodbank, Inc. is recognized by the Internal Revenue Service as a nonprofit 501(c)(3) organization. Your gift is fully tax deductible as allowed by law, and no goods or services were provided in exchange for the gift. A financial statement is available upon written request from the office of Consumer Affairs.

1415 Rhoadmiller Street  
Richmond, Virginia 23220

member of  
**America's Second Harvest**  
**The Nation's Food Bank Network**

Phone (804) 521-2500  
Fax (804) 521-2501  
[www.cvfb.org](http://www.cvfb.org)



DOING  
THE MOST  
GOOD™

William Booth, Founder  
Shaw Clifton, General  
Maxwell Feener, Territorial Commander  
William Crabson, Divisional Commander  
Major Dan Proctor, Area Commander  
Major Francina Proctor, Coordinator of Women's Ministries

January 7, 2008

Ms. Jenny Leckey  
WMXB Mix 103.7  
812 Moorefield Park Drive  
Suite 300  
Richmond, VA 23236

Dear Jenny:

On behalf of The Salvation Army, I would like to thank you for helping us to have one of our most successful Christmas assistance programs ever.

Your help with Silver Bells was greatly appreciated. We were able to serve 1,000 senior citizens this year.

We appreciate your partnership with The Salvation Army, and we look forward to a continuing relationship in the future.

Sincerely,

Major Dan Proctor  
Greater Richmond Area Commander

*Thank so much!*

DP:ef

**Leckey, Jenny (CXR-Richmond)**

---

**From:** Denise Tripp [trippdm@unos.org]  
**Sent:** Wednesday, November 21, 2007 2:54 PM  
**To:** Leckey, Jenny (CXR-Richmond); Towner, Jen (CXR-Richmond); Indigo, Jack (CXR-Richmond)  
**Subject:** FW: hey there..  
**Attachments:** alexvisit 005.jpg; alexvisit 006.jpg; alexvisit 014.jpg; alexvisit 016.jpg; alexvisit 018.jpg; alexvisit 022.jpg

Jenny, Jen and Jack,

Just wanted to send you a note to thank you so much for all you did for us while Josh and Alex were in town. It was great to get such good PR for Donate Life America. I have attached some pictures of Alex's visit to the studio. I especially like the one that he is introducing himself to the "cow"... ☺

I was wondering if you have MP3's of both Josh's visit as well as Alex's. We would love to have them as they both promote organ donation... Let me know.

We need to figure out how we can work together again.....

Denise



November 16, 2007

Jenny Leckey  
Mix 103.7  
"Get Jack & Jen Out of Bed"  
812 Moorefield Park Dr., #300  
Richmond, VA 23236

Dear Jenny:

Thank you for your recent donation of 212 pounds of grocery product to the Central Virginia Foodbank. Your kindness and concern for our most vulnerable neighbors truly makes a difference in the fight against hunger right here in our community.

With your help, our Food Distribution Program serves more than 101,000 individuals every month who receive food in 31 counties and 5 cities in central Virginia. Food donors and food drives allow us to distribute more than 49,000 pounds of food and grocery products every day to feed:

- \* children in low-income, at-risk environments,
- \* senior citizens on fixed incomes,
- \* working poor families,
- \* homebound and disabled individuals,
- \* disaster victims, and others in crisis.

To meet the great need, we distribute food and grocery products to more than 500 network partners, including emergency pantries, congregate feeding programs, Kids Cafe sites, senior centers, soup kitchens and more. By working together, we know that we can prevent the devastating consequences of hunger and malnourishment that can produce a negative impact on our society.

Simply put, when you reach out to provide food to us, we can reach out to thousands of others. Thank you for playing a vital role in the Foodbank's mission "that none shall go hungry."

Sincerely,

A handwritten signature in cursive script, appearing to read "Fay".

Fay G. Lohr  
Chief Executive Officer

A handwritten signature in cursive script, appearing to read "Jenny".


*The Central Virginia Foodbank, Inc. is recognized by the Internal Revenue Service as a nonprofit 501(c) (3) organization. Your gift is fully tax deductible as allowable by law, and no goods or services were provided in exchange for the gift. A financial statement is available upon written request from the office of Consumer Affairs.*

1415 Rhoadmiller Street  
Richmond, Virginia 23220

a member of  
**America's Second Harvest**  
**The Nation's Food Bank Network**

Phone (804) 521-2500  
Fax (804) 521-2501  
[www.cvfb.org](http://www.cvfb.org)

# Chesterfield Public Education Foundation, Inc.



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Billy K. Cannaday, Jr.  
Thomas R. Fulghum

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Chesterfield County Public Schools

Robin C. Byrd  
Business Partnership Specialist  
Chesterfield County Public Schools

EXECUTIVE DIRECTOR  
Jane H. Carlson

The Chesterfield Public Education Foundation, Inc.,  
is a not-for-profit organization with a 501(c)(3)  
Internal Revenue Service designation.

November 15, 2007

Ms. Jenny Leckey  
WMXB-FM  
812 Moorefield Park Drive  
Richmond, VA 23236

Dear Ms. Leckey:

Thank you for your support of the Halloween Fundraiser at Wrexham Hall to benefit the Chesterfield Public Education Foundation. We appreciate the enthusiastic support you gave this event and, more importantly, your support of our public schools, teachers and students. I hope we will be able to count on B103's participation in the future.

The Chesterfield Public Education Foundation is committed to working with Chesterfield County Public Schools to offer the best education possible to the children of the county. Thank you for the part you have played in advancing our mission.

Happy Holidays.

Sincerely,

  
Jane H. Carlson  
Executive Director



DEPARTMENT OF THE ARMY  
US ARMY INSTALLATION MANAGEMENT COMMAND  
DIRECTORATE OF MORALE, WELFARE AND RECREATION  
1100 LEE AVENUE, SUITE 101  
FORT LEE VA 23801-1720

REPLY TO  
ATTENTION OF:

Mix 103.7  
812 Moorefield Park Drive  
Richmond, VA 23236

Dear Jenny and the Mix 103.7 Team:

On behalf of Fort Lee's Directorate of Morale, Welfare and Recreation, thank you for being a sponsor of our *2007 Fourth at the Fort Independence Day Celebration*.

This year we had what most believe was the largest crowd ever (estimated 12,000) and the concert and fireworks show just get better and better every year! Your sponsorship of the event helped to make it all possible and we sincerely hope that the exposure you received will benefit your business as well.

On personal note, I just wanted to thank you for your support and enthusiasm for Fort Lee, MWR, and our programs. Having people like you in our community only makes us that much stronger! Your presence certainly helped to enhance the experience for all that came to Fort Lee to celebrate the Fourth of July.

We look forward to working with you in the future on behalf of our Soldiers and their Families!

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer Villaume", is positioned above the typed name.

Jennifer Villaume  
Sponsorship and Advertising  
Directorate of Morale, Welfare and Recreation



Florida Division, Inc.

April 10, 2008

Gerry Brauer  
Cox Radio - Tampa  
Tampa, FL

Dear Gerry:

On behalf of the American Cancer Society, we send special thanks for the contribution of station goodies you provided for our Relay For Life silent auction fundraiser. Many local businesses, such as yours', helped our department silent auction raise a total of **\$4,200** in the fight against cancer!

Your generous support helps us to provide continued programs of research, education and services to cancer patients within our local communities and will help to bring hope and assistance to those patients and their families.

The American Cancer Society is a nonprofit voluntary health agency under Section 501(c)(3) of the U. S. Internal Revenue code. Therefore a portion or all of your contribution is tax deductible. We are required by law to state that you received no services or items of value from us in exchange for your contribution.

Again, thank you Gerry for your continued support in our fundraising efforts. Together we can make a difference!

Sincerely,

Tyyne Fournier  
Manager of Meetings & Travel  
[Tyyne.Fournier@cancer.org](mailto:Tyyne.Fournier@cancer.org)  
813/253-0541 ext. 4439





PARC

Turning Disabilities  
Into Capabilities  
Since 1953

April 9, 2008

Jay O'Connor  
Regional Vice-President  
Cox Radio, Inc.  
11300 4th St. North, Suite 300  
St. Petersburg, FL 33716

RE: Thank you for supporting PARC's mission

Dear Jay:

On behalf of PARC and the 700 individuals with developmental disabilities we serve, I would like to thank Cox Radio for its dedication in helping us reach a large, diverse audience with our mission. Your ongoing commitment to provide PARC with in-kind radio air time, opportunities for interviews, and professionally produced public service announcements goes well beyond our expectations of civic duty. The medium of radio is a powerful tool that you have so graciously allowed us to take part in, and we are seeing the positive ramifications every day. To date, PARC has received over 3100 spots promoting our events and initiatives. We estimate your in-kind contributions to our agency at approximately \$150,000.00. We are so impressed with the ethical responsibility Cox Radio has in giving back to the community, and we hope other mediums for communication will follow your exemplary lead.

Sincerely,

Tre' Littlefield  
Director of Government & Media Relations

Copy, Lara L. Misuraca, Director of Customer Care

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### Supported by

Agency for Persons with Disabilities

Coordinated Child Care of Pinellas, Inc.  
and Early Learning Coalition of  
Pinellas County

Department of Education -  
Division of Vocational Rehabilitation

Department of Health -  
Children's Medical Services

Juvenile Welfare Board -  
Children's Services Council of  
Pinellas County

United Way of Tampa Bay

File



PEDIATRIC CANCER  
FOUNDATION

*Funding Research And Hope.*

March 19, 2008

5550 WEST EXECUTIVE DRIVE, SUITE 300  
TAMPA, FL 33609

Ms. Julia Freeman  
Magic 94.9  
11300 4th Street North, Suite 300  
St. Petersburg, FL 33716

Dear Julia,

What an inspirational evening we had witnessing 29 girls demonstrate that strength and courage are the most fashionable accessories that can be worn on a runway. We are excited to share that with your generous support of the Pediatric Cancer Foundation, our 5<sup>th</sup> Anniversary Fashion Funds the Cure fashion show and shopping event netted \$280,000 that will offer new hope and enable children to begin cutting-edge clinical trials. We are so grateful for your incredible commitment of radio and web promotion that not only encouraged participation in the fashion show, but also raised awareness of our special cause. Your involvement was critical in helping us reach record setting numbers both in attendance and in funds raised for research!

While we celebrate the success of the evening, we also pay tribute to two special models, Emily and Sierra, whose hospital admissions prevented them from walking the runway this year. We also honor angels Taylor and Camille, who were true fashionistas and a special part of the show for the past few years. These girls remind us why we continue to fight and why we will not give up until a cure is found.

The Pediatric Cancer Foundation is poised on the brink of great discovery. Over the past two years, we have implemented the groundwork necessary to introduce three new drugs into clinical trials. These new compounds hold great promise for children that have not experienced positive results under the standard treatment protocol.

The most critical point in The Sunshine Project is now, and the need for funding has never been greater or more significant. Clinical trials will cost approximately \$12,000 per patient and each of our first three phase I clinical trials will accrue 25 patients. Without The Sunshine Project, the Pediatric Cancer Foundation and its supporters, this research simply would not be taking place.

We hope you will continue to partner with the Pediatric Cancer Foundation through *Fashion Funds the Cure*, and we look forward to another powerful show next spring filled with bravery, beauty and hope!

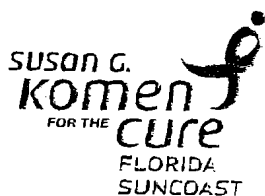
Best regards,

Chad Harrod  
Event Co-Chair

Dan Doyle, Jr.  
Event Co-Chair

Barbara Rebold  
Executive Director

Lindsay Whitney  
Director of Special Events



Florida Suncoast Affiliate  
P.O. Box 12848 St. Petersburg, FL 33733  
Toll Free 1-877-506-6927  
www.komensuncoast.org

January 11, 2008

Kristi Thomas  
WWRM-FM Magic 94.9  
11300 4th Street North, Suite 300  
St. Petersburg FL 33716

Dear Kristi,

Thank you for your support and generous sponsorship of the 2007 Susan G. Komen Florida Suncoast Race for the Cure®, and for being a partner in our vision of a world without breast cancer. Over 10,000 participants took steps to find a cure at this year's Race, including hundreds of survivors.

You are an integral part of the success of our largest annual fundraiser and education event. Results indicate that sponsorships, race entry fees and individual contributions raised over **\$1.1 million**. Through these contributions we can continue with our promise to save lives and end breast cancer forever, empower people, insure quality of care for all, and energize science to find the cures.

Mark your calendars now! **The 10th Annual Komen Florida Suncoast Race for the Cure will be held on Saturday, October 4, 2008 in Vinoy Park.** We hope you will continue to be a partner in our promise and vision as we celebrate our 10th anniversary in 2008. Laura Bianco, incoming PR/Marketing Chair, or I will be in touch with you with more details.

Again, thank you for joining us in the fight against breast cancer. We are very grateful for your support, and with your help and the help of other caring individuals and organizations, we are truly saving lives.

Sincerely,

A handwritten signature in cursive script, appearing to read "Jan Luongo".

Jan Luongo, APR  
PR/Marketing Chair  
Florida Suncoast Affiliate of  
Susan G. Komen for the Cure

FIFTEENTH ANNUAL  
St. Petersburg Times  
FESTIVAL  
OF READING

November 1, 2007

Julia Freeman  
Cox Radio, Inc. Tampa Bay  
11300 Fourth Street North, Suite 300  
St. Petersburg, FL 33716

Dear Julia:

Hello! On behalf of the whole Times team, I am extending a sincere thanks to you and Cox Radio for your continued sponsorship of the St. Petersburg Times Festival of Reading. Despite the challenges with the weather this year, attendance was robust and the attendees enjoyed a diverse author schedule and related activities. With your help, we presented a successful event to promote literacy in our community, and we greatly appreciate your support.

We will look forward to working with you again on next year's Festival, and hopefully on other events as well.

Sincerely,



Jill Holcombe  
Promotions Coordinator, St. Petersburg Times  
710 Court Street  
Clearwater, FL 33756  
(727) 445-4142; Fax: (727) 893-8200  
jholcombe@sptimes.com



file

3040 State Road 590  
Clearwater, FL 33759  
(727) 797-7722  
Fax: (727) 799-1165  
[www.humanesocietyofpinellas.org](http://www.humanesocietyofpinellas.org)

October 22, 2007

Julie Freeman  
Magic 949  
11300 Fourth Street North, Suite 300  
St. Petersburg, FL 33716

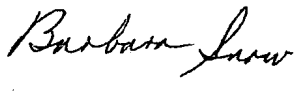
Dear Julie:

On behalf of Judy Foster, the Board of Directors, Suzanne and myself, we wish to thank you and Magic 949 for being our official radio station sponsor for our 14<sup>th</sup> Annual 2007 Tennis Tournament held on September 26<sup>th</sup> through September 30<sup>th</sup> at the Royal Racquet Club. The event was a huge success thanks in part to all your hard work. Judy has been a tremendous inspiration to all of us, not only to her commitment in memory of her daughter Shannon Morton, but also her dedication and commitment to the Humane Society of Pinellas. Without Judy's wonderful dedication throughout these past years and without the support of fine sponsors like Magic 949, our Tennis Tournament would not be as successful as it is today.


Through the generosity of sponsors like you, Humane Society of Pinellas leads a proactive program to protect animals and serve citizens in our community.— The Humane Society of Pinellas saves lives every day.

We are proud of our work in the community, and once again, we and the animals thank you and Magic 949 for allowing us to continue doing so.

Humanely yours,

  
Barbara Snow

Executive Director

  
Judy Foster  
Tennis Tournament  
Chair

  
Suzanne Sakal  
Development Director



**Team In Training, Suncoast Chapter**

3507 East Frontage Road, Suite 300, Tampa, FL 33607

tel. 813.963.6461 fax. 813.963.1306

September 30, 2007

The Eagle 107.3  
11300 4<sup>th</sup> Street North  
Suite 300  
St. Petersburg, FL 33716

Thank you so much for your support of the Leukemia & Lymphoma Society during the Free Summer Acoustic Concerts in the Centro Ybor Courtyard. Our Team in Training volunteers were extremely grateful to have the opportunity to fundraise at this event – especially because the musical entertainment drew additional visitors to Centro Ybor.

The participants of Team in Training are on an incredible journey to help fund research to find new treatments and cures for leukemia, lymphoma and myeloma, and provide critical education, services and support to patients and families battling these cancers.

We are extremely pleased to have **The Eagle** as a supporter of the Leukemia & Lymphoma Society and its mission. Thanks again for all of your support. We're especially glad to have you as part of our Team!

Regards,

**Marianne E. Davis**  
Campaign Coordinator  
The Leukemia & Lymphoma Society  
3507 East Frontage Road  
Suite 300  
Tampa, FL 33607

Telephone 813.963.6461 Ext. 24  
Fax: 813.963.1306  
email: [Marianne.Davis@lls.org](mailto:Marianne.Davis@lls.org)

LEUKEMIA

LYMPHOMA

MYELOMA

On behalf of the board, staff & clients of  
the Lighthouse of Pinellas, we extend  
our sincere appreciation to everyone  
who participated with the  
2007 Tour of Kitchens sold out event!

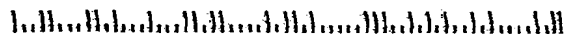
Lighthouse of Pinellas  
6925 112th Circle, N  
Suite 103  
Largo, FL 33773



Most of the hard costs associated with  
the Tour are based on in-kind donations,  
so the expenses are minimal. That  
allows for the majority of the proceeds  
to go directly to the programs and  
services offered through the Lighthouse  
of Pinellas ~ enabling a significant  
benefit to the clients. In Pinellas County  
the need to help those who are blind or  
visually impaired has never been greater.  
Lighthouse of Pinellas has been meeting  
those needs for 50 years, and with your  
help we will continue for another 50.  
Thank you for your generous support!

Ms. Deb McLean  
Cox Radio  
11300 Fourth Street N.  
St. Petersburg, FL 33716

See you next year on the  
2008 Tour of Kitchens!





May 1, 2007

WXGL-FM  
11300 4th Street North  
Suite 300  
St. Petersburg, FL 33716  
Attn: Marc Zallis

Dear Marc,

We would like to thank you for your continued support of the Suncoast Animal League, and in particular, for all that you did for our Community Appreciation/Adoptathon Day here at the League on Sunday, April 29, 2007. The "107.3" Eagle Van, your generous giveaways, and the tickets to the Steve Miller Band Concert were all a huge success! Our guests were complimenting about how they enjoyed the day! Again, thanks for everything you do for the League and all of our animals. We are looking forward to working with you again in the future.

Sincerely,

Rick Chaboudy  
Executive Director  
Suncoast Animal League

Regards,

Denise Eberius  
Event Coordinator  
Suncoast Animal League



# *Certificate of Appreciation*

Is proudly presented to

*Chadd & Kristi Thomas/Magic 94-9*

In Recognition of Valuable Contributions made to the Sheriff K9's of Hillsborough County Florida

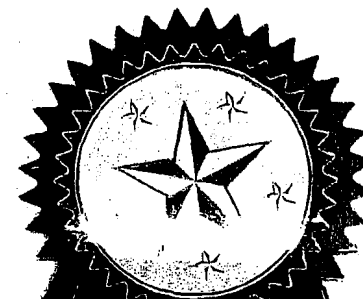
This 11th Day of May 2007

*Cherese Rehart*

APaws Vice President/Owner Yard Guards On Doody LLC

*[Signature]*

Police K9 Foundation Founder





Supporting **Ronald McDonald House** and local children's charities

April 20, 2007

Sarita Mayo  
Account Manager  
97X WSUN FM11300  
Fourth Street North, Ste. 300  
St. Petersburg, Florida 33716

Dear Sarita,

Thank you for supporting the Ronald McDonald House of Tampa Bay by sponsoring the recent Poker Tournament at Tampa Bay Downs. It was an amazing event. I was so impressed with the sell-out crowd who arrived excited and ready-to-go on a Tuesday!

The 97X staff, Tampa Bay Downs staff and guest players were a joy to be around. The enthusiasm and excitement in the room made me want to sit down and play a few hands myself.

I can not underscore the importance of community events that help raise money for the pediatric families who have very sick children in the hospital. The \$2,500 raised helps to keep our doors open and allows our staff to carry out our mission to the 2,300 families who call our House their home each year.

I totally loved this event and hope that it becomes a regular activity because... it is fun, it brings out a crowd and it supports so many kids who need a helping hand.

On behalf of all of us at the Ronald McDonald House, THANK YOU, THANK YOU, THANK YOU ... YOU ROCK!!!!

Sincerely,

  
Janice Davis,  
Executive Director



Cure • Care • Commitment®

**Tuesdi N. Fenter**

Senior Market Director - Communications  
SW/Central Florida

4902 Eisenhower Blvd., Suite 295  
Tampa, FL 33634

(813) 885-5007, ext. 3114

888-DIABETES

(813) 885-1921 fax

tfenter@diabetes.org

[www.diabetes.org](http://www.diabetes.org)

Dear Julia,

Thank you so very much for your support of the American Diabetes Association and our Tour de Cure. With WDUV's invaluable help, we were able to raise more than \$60,000. (\$10,000 more than we expected).

We hope to have the opportunity to work with you again soon.

Best.

Tuesdi



Est. 1912

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Linda Reitz

Joanne Rice

Cathy Smith

Joanne Spurlino

April 4, 2007

Magic 94.9  
Julia Freeman  
WWRM-FM  
11300 4th Street North, Ste 300  
St. Petersburg, FL 33716

Dear Ms. Freeman,

Thank you for participating as a sponsor at the 20<sup>th</sup> Annual Bark in the Park on Saturday, March 24, 2007. The event attracted over 2,000 animal lovers and was a great success, raising over \$63,000 to help care for the animals that reside in our shelter each year.

We greatly appreciate your generosity. It is your support that enables the Humane Society of Tampa Bay to continue to provide shelter, food and medical care for the adoptable homeless animals in our community.

**Congratulations to the 2007 Bark in the Park "Top Dogs":**

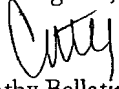
- ✱ "PARTY Animals" raising \$5,240 (Top PACK)
- ✱ Monica Christopher raised \$855 (Top Individual Walker)
- ✱ Inghram's Sit N' Stay Dog Academy raised \$7,266 (Top Organization/Company- most donations)

If you could please take a few minutes of your time to fill out the quick survey that is enclosed, we would greatly appreciate it. This will allow us to make changes and improve our events for greater success in the future. Your comments and suggestions are very valuable to us.

Save the date- 21<sup>st</sup> Annual Bark in the Park 2008- Saturday, March 22 at Al Lopez Park.

Thank you for making a difference!

Best regards,

  
Cathy Bellatin  
Special Events Director  
Humane Society of Tampa Bay  
813-876-4150  
[specialevents@humanesocietytampa.org](mailto:specialevents@humanesocietytampa.org)  
[www.humanesocietytampa.org](http://www.humanesocietytampa.org)

Julia,  
Thank you and  
Anne for all your  
support!  
Cathy

3607 NORTH ARMENIA  
TAMPA, FLORIDA 33607  
PHONE: (813) 876-7138  
FAX: (813) 876-0765  
Email: [hstb@humanesocietytampa.org](mailto:hstb@humanesocietytampa.org)

NOT FOR PROFIT  
SUPPORTED BY DONATION

\*A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. 1-800-435-7352 SC-00284

*Dedicated to the Prevention of Domestic Violence*



P.O. Box 10594  
Clearwater, FL 33757  
Phone (727) 442-4128  
Fax (727) 461-5057

Outreach  
(727) 441-2029  
Transitional Living  
(727) 447-6759

March 29, 2007

WWMR-FM  
11300 Fourth Street, North  
Suite 300  
St. Petersburg, FL 33716

Dear Ann Kelly,

The Eighth Annual "Home Is Where The Art Is", art auction and sale to benefit The Haven of RCS Domestic Violence Center raised approximately \$45,000! We thank you for your donation, which helped make this evening a financial success for The Haven. The funds will be used to support emergency shelter, 24 hour hotline, transitional living and outreach services provided to over 8,000 victims of domestic violence and their children each year.

Your participation in this year's event was greatly appreciated. Because of your generous spirit, more victims of violence and their children will have access to a safe place. If you or someone you know would like to have additional information about the services we provide, or other ways you could support The Haven, please call us as 727-447-1973. We look forward to working with you next year, for an even bigger and better event.

On behalf of our event chair and the staff of The Haven of RCS we sincerely THANK YOU for helping to make this such a beautiful and successful event.

Sincerely,

*Linda Amidei*  
*out*

Linda D. Amidei  
Executive Director

*Drina Meyers*  
*PF*

Drina Meyers  
Event Chair

*Ann-THANKS  
FOR A  
wonderful  
event - I will  
make SURE you  
OR ON "the list"  
next YEAR!*  
*Joy McFarley*

A Project of RCS





# Taste of Hope 2007

*"What we remember from childhood we remember forever."*

*"Gratitude is the memory of the heart."*

Jean Baptiste Massieu

102.5 WHPT FM  
Mr. Jerry Bayliss, CRMC/RMM  
11300 Fourth Street North  
Suite 300  
St Petersburg, FL 33716

Dear Mr. Bayliss,

I extend a very special thank you for your support of the Taste of Hope to benefit Everyday Blessings. The funds you generated through the auction you held at our site were sincerely appreciated. Through generous donors like yourself this year's event raised over \$92,000. These funds will directly benefit the lives of children in the foster care system.

It is your confidence in the dreams and the work of Everyday Blessings that lifts them up and helps them move forward to find safe, stable, and permanent homes for foster children.

If you or someone you know has an interest in receiving more information about foster care or adoption programs, I invite you to visit the website at [everybless.org](http://everybless.org) to learn more about their mission.

I am truly grateful for your support.

Sincerely,

Jackie Nelson

Taste of Hope 2007 Committee



# CITY OF TAMPA

Mayor Pam Iorio

Parks and Recreation Department

Karen Palus, Director

March 22, 2007

Julia Freeman  
Magic 94.9  
11300 4th St N. Suite 300  
St. Petersburg FL 33716

Dear Ms. Freeman:

Thank you for participating in the *Walking With the Mayor* wellness program Saturday, March 17, 2007. We appreciate Magic 94.9 commitment to the Parks and Recreation Department's goal to 'Keep Tampa Fit'. Over 370 people participated with us and you were a big part of that success.

We are looking forward to next October's event and certainly hope you plan on continuing to be a part of this great program. If you have any suggestions that would help make our *Walking With the Mayor* Program an even better event please do not hesitate to call or email.

Thank you again for your dedication and time spent helping us promote fitness, wellness and a healthy lifestyle to all Tampa residents. I will be in touch with you in late July to discuss the Saturday, October 20, 2007 *Walking With the Mayor* event.

Sincerely,

Karla Kipi  
Aquatics/Wellness Supervisor  
Tampa Parks & Recreation Department

**HEADQUARTERS**

**Phone 918.596.9466**

**Fax 918.596.0799**

**[www.tulsapolice.org](http://www.tulsapolice.org)**



**TULSA POLICE DEPARTMENT**

**600 CIVIC CENTER**

**• TULSA, OKLAHOMA**

**• 74103-3822**

To whom it may concern:

As the public information officer for the Tulsa Police Department, I am in constant communication with all types of media outlets in the Tulsa area as well as at the state level. I am proud to say that I have the pleasure of speaking with numerous radio personalities with the local Cox Radio Station KRMG. All the personalities are true professionals, and the public service they provide is unlike any other media outlet in the Tulsa area. From the morning news with Joe Kelly to the daily news updates, KRMG is a wonderful source for news and weather.

As a listener and a local law enforcement officer, I know that when I tune to KRMG I will receive the latest local news that affects my life. KRMG provides an invaluable public service to the citizens of Northeast Oklahoma!

Sincerely,

Officer Jason Willingham  
Public Information Officer  
Tulsa Police Department



April 3, 2008

To: Federal Communications Commission

From: Robert L. "Bob" Walker, Mayor, City of Sand Springs, Sand Springs, OK.

RE : Notice of Proposed Rulemaking KRMG – AM 740 – Tulsa OK.

Gentlemen,

I wanted to take this opportunity to provide you with information regarding the invaluable broadcast service that Cox Radio affiliate KRMG provides for the community of Sand Springs, OK.

During the past two years, KRMG has personally invited me and members of the staff of the City of Sand Springs to be guests on the KRMG morning show, featuring Joe Kelley and Rick Couri. KRMG strives to promote and provide valuable information to, not only the citizens of Sand Springs, but to the Oklahoma residents in northeast Oklahoma. By inviting myself and staff members on the air, our community was able to promote community events such as our 19<sup>th</sup> Annual Herbal Affair, Kids Annual Fishing Derby, SERTOMA Fireworks Display and additional information about parks and recreational programs available in Sand Springs. This promotion of our local events is invaluable and demonstrates the commitment of Cox Radio KRMG to the citizens served in their broadcast area.

In addition, Cox Radio's KRMG has been a partner in communicating weather news, disaster related broadcasts and traffic news that helps to inform our citizens. Countless lives have been most likely saved due to the local broadcasts during dangerous weather events, not to mention, injuries that were prevented as citizens learned not to venture out in the dangerous conditions.

I also serve on the Tulsa County Criminal Justice Authority. Cox Radio KRMG is always at the monthly meetings to cover and accurately report actions taken by the authority. This local coverage has been instrumental during our recent implementation of the Immigration & Customs Enforcement program through the Tulsa County Sheriff's Department and community law enforcement groups. Cox Radio KRMG reported valuable information about how the ICE program was to be implemented and the facts about how local law enforcement would utilize the ICE training. This local coverage was valuable to citizens and persons, who did not have proper documentation, to learn about the facts of the ICE program.

In closing, Cox Radio KRMG is a valuable local asset and should be commended for the responsibility that the management and staff pursue in providing local information. Please accept this as my endorsement for Cox Radio KRMG in regard to Cox Radio KRMG continuing to be a presence in the local radio market. I am available to personally appear before your organization to support my recommendation, or you can contact me by telephone for me to provide information to support my recommendation. Please call me at 918-671-8353.



April 1, 2008

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Mary Smith  
Sherman Smith  
Dr. Gary Trennepohl  
Rene Witten

To whom it may concern:

The Tulsa Air and Space Museum is Celebrating its 10th Anniversary in 2008! Our mission is "preserving Oklahoma's aerospace history to stimulate science education." The average annual attendance is 100,000 and 56% of visitors are college age and younger.

As a nonprofit educational entity, we do not receive any public funding and all support is raised through fees-for-services and donations. We do not have a marketing or advertising budget. We rely heavy on the generosity of the media to inform Oklahomans about the Museum and Planetarium. We have experienced 'engaged' backing from KRMG over the past years especially from Mr. Denver Foxx who was an original supporter.

According to the Governor's Council for Workforce and Economic Development, statewide direct and indirect gross output from Oklahoma's commercial aviation industry was estimated to be \$12.4 billion in 2004. Oklahoma is one of the top six global hubs for maintenance, repair and overhaul services, with the aerospace industry directly responsible for 72,535 Oklahoma jobs in the 1st quarter of 2006, or 4.3% of the state's total employment. Indirect and induced employment figures added another 43,237 jobs, bringing the total job level to 115,772 positions for that time period. The council estimates that Oklahoma will experience shortages of approximately 200 Aerospace Engineers and 400 Electrical Engineers by 2014, with shortages of additional engineering specialties possible in that same time frame. The goal of TASM's educational programming is to inspire students to consider further education and training in these areas that are critical to our state's economic future.

A 3<sup>rd</sup> grade teacher from Farris, Oklahoma had this comment after her TASM field trip.

*"The space museum was an opportunity for my students to get a close up of aircraft that were used for different purposes. Most of the children have never been exposed to an airport, airplane, or even a large city. The whole experience was wonderful for them."*

Thank you KRMG for your support **and** commitment to our community!

Respectfully,

*Katheryn Pennington*

Katheryn Pennington, Executive Director

PHONE: 918 - 596 - 7411

FAX: 918 - 596 - 9010



**OFFICE OF THE MAYOR**

200 CIVIC CENTER TULSA, OKLAHOMA 74103

April 3, 2008

Joe Kelley  
KRMG  
7136 So. Yale St. 500  
Tulsa, OK 74136

Dear Joe:

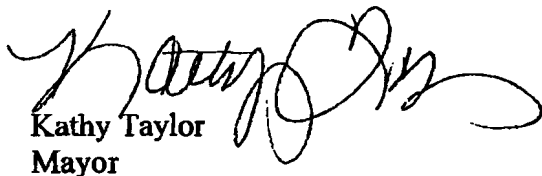
As Mayor of the City of Tulsa, I am happy to give this letter of endorsement of KRMG's and Cox Radio Tulsa involvement of community efforts.

**KRMG**

- Provides fair and balanced news coverage of important issues
- Reports frequent traffic updates during morning rush hours
- Constantly monitors severe weather and braves ice, hail and winds to warn Tulsans of dangerous conditions by observing and reporting up to the minute information on actual weather events
- Contributions to beautification and mowing projects
- Long-standing fund-raising efforts for Operation Aware

Thank you for KRMG's support of Tulsa's community needs.

Sincerely,

  
Kathy Taylor  
Mayor



## TULSA GLOBAL ALLIANCE

2819 E. 10th Street, Floor 2, Tulsa, OK 74104-3405

Tel: 918-591-4750

Fax: 918-591-4755

Email: [info@tulsaglobalalliance.org](mailto:info@tulsaglobalalliance.org)

[www.tulsaglobalalliance.org](http://www.tulsaglobalalliance.org)

*Public file*  
*8/20/07*

August 15, 2007

Mr. Paul Crockett  
KRMG - 740 AM  
7136 South Yale, Suite 500  
Tulsa, OK 74136

Dear Mr. Crockett:

On behalf of Tulsa Global Alliance (TGA), I am writing to express my sincere appreciation to you for meeting the delegation of Haitian visitors interested in "Role of the Media in the U.S." as part of the U.S. Department of State International Visitor Leadership Program. I believe that these visitors have great potential to play vital roles in their communities, and that the knowledge and experience that they gained from you will have an important impact on their countries.

Programs such as the U.S. Department of State International Visitor Leadership Program are an important way to introduce visitors to a new culture, a different way of life, and doing business in the U.S. You may rest assured that the hospitality you have shown to our guests will bring positive results in years to come - results which at the moment we cannot predict or imagine.

Successful international programs depend upon the enthusiasm and interest shown by dedicated individuals such as you. As we contemplate the coming months and the potential for new visitors under the auspices of the Sister Cities and International Visitors programs, we look forward to working with you in providing well orchestrated programming in the future. Thank you once again.

Sincerely,

*Bob Lieser*

Bob Lieser  
Vice President for Programs

TULSA SISTER CITIES

Welcome  
Tulsa, Oklahoma

Bienvenida  
San Luis Potosi, Mexico  
1980

歡迎  
Kaohsiung, Taiwan  
1980

欢迎  
Beihai, China  
1987

ברוכים הבאים  
Tiberias, Israel  
1989

Добро  
Пожаловать  
Zelenograd, Russia  
1992

ようこそ  
Utsunomiya, Japan  
1992

Willkommen  
Celle, Germany  
2000

Bienvenue  
Amiens, France  
2005

Joe Kelley  
KRMG Radio

I am Officer Craig Murray the Traffic Safety Coordinator with the Tulsa Police Department. In my capacity as the coordinator, I am interviewed on a continuous basis with the local media and KRMG Radio has been the front runner in my media contacts for radio. The topics are usually Traffic Safety, but sometimes are general safety issues for the citizens of Tulsa. I have worked with them for at least the past 6 years while in this capacity and my predecessor worked with them for close to 12 years.

I hope to continue to provide my voice and information through their connection with the citizens of Tulsa.

Sincerely,

Officer Craig Murray  
Tulsa Police Department  
(918) 669-6865  
cmurray@ci.tulsa.ok.us

**Anderssen, Drew (CXR-Tulsa)**

---

**From:** Chris Krug [CKrug@pssd.com]  
**Sent:** Wednesday, December 12, 2007 3:23 PM  
**To:** Anderssen, Drew (CXR-Tulsa)  
**Subject:** Thanks for the attention to local issues

Hi, just wanted to drop you a note commending you for your focus on the local situation following the catastrophe this week.

It made the power-less afternoons and evenings somewhat enjoyable as we freeze our butts off... I used to listen to KRMG

exclusively all day everyday in the past before the station became a right wing political mouth, I miss the afternoon show

with Delgiorno and Coury, and the Mark Sherman show in the evenings. These shows focused on Tulsa and its citizens

not a political agenda. The past few days have brought back that spirit somewhat and its refreshing. Thanks!

**Chris Krug**  
**PSS Tulsa Biomedical Service Tech**  
**cell: (918) 830-1308**  
**fax: (918) 622-5975**



DOING  
THE MOST  
GOOD™

William Booth, Founder  
Shaw Clifton, General  
~~Max Feener, Territorial Commander~~  
Major Henry Gonzalez, Divisional Commander  
Major Daniel New, Area Commander  
Captain Sheila New, Coordinator of  
Women's Ministries

January 14, 2008

Newstalk 740 KRMG  
Joe Kelley  
7136 S. Yale Avenue; Suite 500  
Tulsa, OK 74136

Dear Mr. Kelley:

Without the radio coverage that your station provided, The Salvation Army would not be able to get its message to the community. Your help and support has been instrumental in the success of every project and campaign during this 2007 Christmas season. I want to personally express my appreciation for your responsiveness and assistance in all that we do.

I especially would like to thank you for having myself, as well as Brad Borrer, on as guests on your show. Those appearances, coupled with the generosity of your listeners, enabled us to help make the season brighter for those less fortunate.

With the help of media professionals like those employed by your station we were truly able to make a difference. We appreciate all your broadcasts and airtime, which you so generously gave The Salvation Army.

Again, I thank you for the assistance you gave to The Salvation Army and our mission to help those who are less fortunate.

God bless!

Sincerely,

Major Daniel New  
Tulsa Area Commander





**TIM HARRIS**  
**TULSA COUNTY DISTRICT ATTORNEY**  
TULSA COUNTY COURTHOUSE  
500 S. DENVER AVE., SUITE 900  
TULSA, OKLAHOMA 74103-3832  
(918) 596-4805  
FAX: (918) 596-4830

April 3, 2008

Federal Communications Commission

Re: Notice of Proposed Rule Making – Localism

Cox Radio, KRMG radio's owner, is a community leader on AM talk radio. KRMG provides information in a variety of formats to keep the community informed. Sports, weather, breaking news, community issues, political races, issues affecting the everyday citizen, KRMG has got to be considered the leader in the Tulsa area.

As Tulsa County District Attorney, KRMG offers a forum within which I can disseminate information which is important to the public on the status of public safety and fighting crime. KRMG has offered me many opportunities to discuss high profile cases, budget concerns, and broad brush public safety issues that affect every resident of Tulsa County. I appreciate the open door policy they extend to me as an elected public official to express concerns and if deemed appropriate, a public forum within which to broadcast information.

In my opinion KRMG Radio Station is a community partner who shares in the vitality of its community. KRMG is not just a Radio Station but it is a Station that is intimately connected to their listeners and provides pertinent information that affects our daily lives. For this I am grateful.

Sincerely,

A handwritten signature in cursive script that reads "Tim Harris".

Tim Harris  
Tulsa County District Attorney



CYNTHIA L. ADAMS  
ADMINISTRATOR



PHILLIP DRISKILL  
EXECUTIVE DIRECTOR

STATE OF OKLAHOMA  
DEPARTMENT OF VETERANS AFFAIRS  
OKLAHOMA VETERANS CENTER - CLAREMORE DIVISION

February 23, 2007

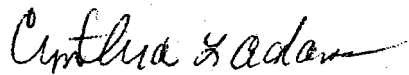
K95.5  
7136 S Yale  
Suite 500  
Tulsa, OK 74136

Dear K 95.5:

On behalf of Claremore Veterans Center, I wish to thank you for the Valentines donated to our veterans. Your generosity and thoughtfulness is always appreciated.

Again, thank you for your kindness and service to the veterans of the Claremore Veterans Center.

Sincerely,

  
Cynthia L. Adams  
Administrator

CA/tw



*dedicated to finding a cure*

Tulsa Green Country Chapter  
4606 East 67th Street, Ste. 214  
Tulsa, OK 74136  
t: (918) 481-5807 f: (918) 481-5823

April 20, 2006

Mr. Cy Valanejad  
Cox Radio  
7136 S. Yale Ste. 500  
Tulsa, OK 74136

Dear Cy,

Thank you for your donation in support of the 6<sup>th</sup> Annual JDRF Monopoly gala and auction, which was held on April 8<sup>th</sup>. Our fundraising goal for the evening was \$441,000. In the end, we raised over \$565,000! We received wonderful feedback and expect the event to continue to grow for years to come. We are grateful to you because we know that we couldn't have done it without your support.

Your donation of the assorted dvds and cds helped us reach this remarkable goal. Your generosity will help the millions of children and adults who suffer from diabetes and its devastating complications.

JDRF, the leading charitable funder and advocate of diabetes research worldwide, was founded in 1970 by the parents of children with juvenile diabetes – a disease which strikes children suddenly, makes them insulin-dependent for life, and carries the constant threat of devastating complications. Since inception, JDRF has provided more than \$900 million in direct funding to diabetes research. Eighty-five percent of JDRF's expenditures directly support research and research-related education. JDRF's mission is constant: to find a cure for diabetes and its complications through the support of research.

Thank you again for your generosity. We hope we can look forward to your support next year!

With appreciation,

*Brandi Rook*

Brandi Rook  
Executive Director

*Kay & Bill Ramsey*

Kay & Bill Ramsey  
Gala Co-Chairs

*Thank you!*

*Paula & Shannon*

Paula & Shannon Ramsey  
Gala Co-Chairs

*Many thanks!*



Community **FOOD BANK** of Eastern Oklahoma

KRAU-Public File

1304 N. Kenosha Avenue  
Tulsa, OK 74106  
Phone: 918-585-2800  
Fax: 918-585-2862  
Web site: www.cfbeo.org

January 8, 2008

Keith Marlow  
Mix 96  
7136 S. Yale, Ste 500  
Tulsa, OK 74136

Dear Keith:

Thank you so much for sponsoring 2 for the Holidays food drive at KJRH TV Channel 2. Thanks to your sponsorship, 11,154 pounds of food was raised. Channel 2 raised 5,211 pounds of food, Reasors raised 4,220 pounds of food, and State Farm raised 1,717 pounds of food on top of a combined donation of \$6,602.06. Your generosity helps us in our efforts to eliminate food insecurity and hunger in Oklahoma. The latest USDA report shows that Oklahoma has moved from number eight to number three in the number of hungry people per capita. A recent report shows that Oklahoma continues to increase in the number of people living in poverty while other states are declining. In fact one in every five Oklahoma children is at risk of going to bed hungry every night.

While we continue to make great strides in fighting hunger, feeding hope, there is always more work to be done. Since moving into our new facility in June of 2006, we have the capacity to distribute twice as much food to our 425 partner programs in 24 counties of Eastern Oklahoma. We also have a commercial kitchen, which allows us to extend the shelf life of perishable food by processing into a form that can be frozen or refrigerated for distribution at a later date. We now have 38 schools participating in our Food 4 Kids Backpack Program, which provides food to more than 1,600 children every week at risk of going hungry over the weekend and during holidays.

Every food donation and every dollar contributed helps make our vision of food security for all of Eastern Oklahoma a reality. So, thank you, again, for giving your time and energy to help us make more food available to those in need in our community. We appreciate your support.

Sincerely,

Sara J. Waggoner  
Executive Director

SJW/ag

Amy Cannon  
Food Drive Manager

Thank you for  
your support!

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**Executive Director**

Sara J. Waggoner

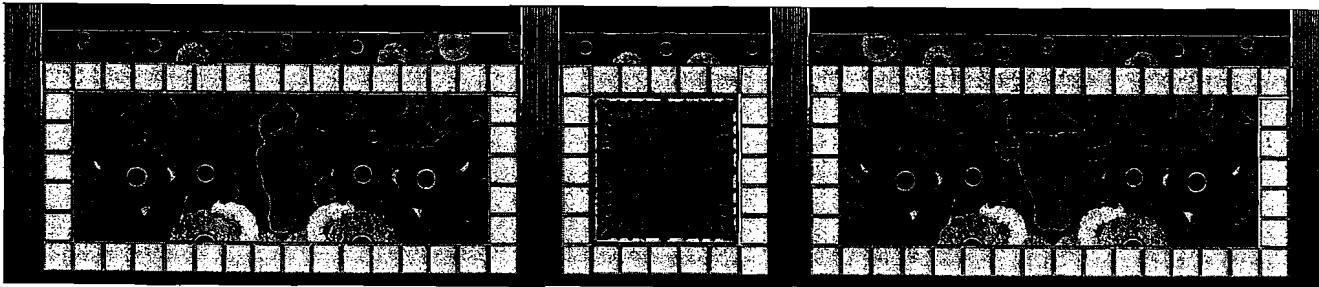
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A Partner of



**America's Second Harvest**  
Ending Hunger



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Riggs, Abney, Neal, Turpen,  
Orbison & Lewis

Brett Sundstrom  
Doubletree Hotel Tulsa  
at Warren Place

Richard Williford, Jr.  
Williford Ranch

Darton Zink  
Zeeco, Inc.

Aubrey Ringleb  
Executive Director

**FRIENDS OF THE FAIRGROUNDS FOUNDATION, INC.**

September 24, 2007

Mr. Steve Hunter  
Cox Radio, Inc.  
7136 S. Yale Avenue, #500  
Tulsa, OK 74136

Dear Steve:

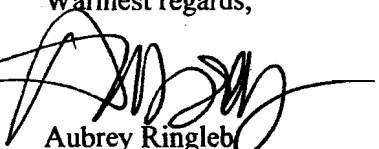
Thank you for your contribution of the "Entertainment Basket" valued at an estimated \$160. This item was used in our Auction at our 6<sup>th</sup> Annual Fair Kick-Off Party. This year, event contributions will assist in funding the "Fun on the Farm" interactive children's farming exhibit at Tulsa's State Fair and a "Portable Access Lift" for the physically challenged who attend events at Expo Square.

The Friends of the Fairgrounds Foundation, Inc., is a non-profit 501(c)(3) corporation ID #73-1341755, was organized for the purpose of increasing awareness of Expo Square, assists in efforts to expand Expo Square event participation and is responsible for developing financial support benefiting Expo Square and the people it serves.

This year's Fair Friends Kick-Off party "*Celebrate Oklahoma Style*" was a sanctioned Oklahoma Centennial and a huge success.

Again, thank you for your participation and support of Expo Square and the Foundation; we hope you will consider being a Donor for next year's event. Visit our website at [www.friendsfdn.com](http://www.friendsfdn.com).

Warmest regards,

  
Aubrey Ringleb  
Executive Director

File  




Community **FOOD BANK** of Eastern Oklahoma

1304 N. Kenosha Avenue  
Tulsa, OK 74106  
Phone: 918-585-2800  
Fax: 918-585-2862  
Web site: [www.cfbeo.org](http://www.cfbeo.org)

October 20, 2006

Stacy Bailie  
Cox Radio  
7136 S, Yale Ave  
Tulsa, OK 74136

Dear Ms. Bailie:

Thank you and Cox Radio so much for organizing a food drive in conjunction with the recent Cyndi Lauper concert. Your efforts brought in 207 pounds of assorted grocery items on October 4, 2006 to the Community Food Bank of Eastern Oklahoma and for that we are truly grateful.

Most of our food comes from the food industry; however, the items most in demand by the food pantries we serve come from food drives just like yours. The variety of items and package sizes donated make up a perfect box or bag of groceries for emergency pantries to give to those seeking food assistance. Your donation helps Oklahomans get the nutritious food they need and, most importantly, keeps them from going hungry.

It's a sad fact that Oklahoma is among ten states showing a significant increase in food insecurity and hunger over the last five years. In fact, Oklahoma is first in the nation with 5.6% of our population experiencing hunger and fourth in the nation with 15.2% experiencing food insecurity. While the Food Bank continues to make great strides, there is obviously more work to be done. Every food donation, big or small, helps make our vision of food security for all of Eastern Oklahoma a reality.

Thank you for caring, sharing and giving your time and energy to make more food available to hungry families and individuals in our community. We appreciate your support.

Sincerely,

Sara J. Waggoner  
Executive Director

Cindy Stevens  
Communications Manager

SJW/su

**2006-2007  
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John Strong, Jr

Peter Walte

DONALD J. COHN

July 5, 2006

Cox Radio, Inc - Tulsa  
Attention: Mr. Weslie Warren  
7136 S. Yale Ave, Suite 500  
Tulsa, OK 74136

Dear Mr. Weslie:

On behalf of the Boy Scouts of America and our sons, I wanted to thank you again for your time as well as all the staff of Tulsa's Cox Radio Center for assisting me with completing the Communication Badge for our Cobra Patrol Webelos from Pack 67 back on May 11<sup>th</sup>, 2006. I apologize for my tardiness in getting this letter out to you; however, June was crazy for me. In addition to my "day job," I volunteered to co-lead a 5-day Eagle District Day Camp for 300 Tulsa area scouts as well as lead my own pack's Webelo scouts on a 3-day campout two weeks later.

The tour of the radio cluster and studios was a hit with the boys (not to mention the parents) - I know we succeeded in making a few future communication majors, radio DJs, and Cox listeners. Being "on the air" was so exciting for the boys, and very nervous for one Den Leader - me. Nevertheless, I was so proud with how the boys conducted themselves during your programs. You all truly did an outstanding job of educating our boys on how a radio operates without them knowing they were doing the "L" word - learning. Listening to the history of KRMG (Kerr McGee), the Cox and Kerr family stories, and all the stations was an added bonus. While listening to the radio on our drive to our destination for the 3-day Webelos campout, one of the boys said "Isn't this one of the stations we visited?" And I replied, "Yes, it's K95.5, Country". I am enclosing some pictures from our tour - enjoy.

At this time, a special thanks needs to go out to: Rob, John Derby, and John Felbeck (with KRMG 740), Ray, Wavy Davy (103.3), Ron Whitaker (Marketing), Karla (K95.5), Steve Hunter (Mix 96), Matt (Sales), other staff whose names I missed, and Cox Radio. You all were very professional, helpful and patient with our scouts during your shows and with answering the boys' questions.

As I mentioned in our initial discussion, I am just a dad of a scout and a scout volunteer who leads a den of Webelo Cub Scouts. This is our last year together after almost 4 years, and I prefer to take the boys to interesting places - into the outdoors as well as around town to places such as your stations. I must say that this experience was one of the best we've attended and one the boys will not soon forget. If you recall, I learned about your station via another station manager - Stan at KRVF A.M., a friend of one of our parents, so some credit goes to Stan.

I must also thank you, Mr. Warren, for taking the time to graciously listen to my proposal and more importantly take time out of your busy schedule to volunteer as a "tour guide" for our sons. It was a pleasure meeting you, Mr. Warren; your professionalism and dedication to our youth is truly remarkable - it's good civic service, smart business practice, and simply good for our beloved country - the U.S.A. Should you have any questions or if there is anything I can do to assist you in the future, please don't hesitate to contact me at my address below, email [djcohn@cox.net](mailto:djcohn@cox.net), or phone 629-7154.

July 5, 2006

Sincerely,

A handwritten signature in black ink, appearing to read "Donald Cohn", with a long horizontal flourish extending to the right.

Donald Joseph Cohn  
BSA's Pack 67 Leader, and  
American Volunteer



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## Shepherd's Fold Ranch

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A Place Called Home

Cox Radio, Inc  
7136 S Yale  
Tulsa, OK 74136

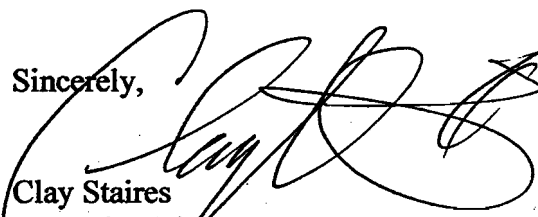
Dear Casey Criss,

Thank you very much for your support and item donation in the Shepherd's Fold Ranch Annual Harvest Fundraising Auction. Our event was a tremendous success due to your participation. Through your donation, and the donations of others, we were able to raise \$30,000 for our children's summer camp program. Without support like yours, we would not be able to provide such a wonderful and unique summer experience for kids that has been changing lives for the past 34 years!

Our facility hosted over 4,000 people last year including camps for the **American Heart Association** and the **American Cancer Society** who we have partnered with for 10 years. In addition, a new relationship has sprung up with **Youth at Heart**, an inner city ministry devoted to raising up strong leaders in the midst of poverty and crime in North Tulsa. Girl Scouts, international students and businessmen, public schools, corporate offices and churches from all denominations joined with our own 500 campers in 2006 in using our facilities as a "needed oasis" away from the fast pace of life in the city.

Shepherd's Fold Ranch is a recognized 501c3 and all donations are considered tax deductible.

Thank you for your help with this year's Benefit Auction.

Sincerely,  
  
Clay Staires  
Executive Director  
Shepherd's Fold Ranch

Address  
P.O. Box 74001  
Avant, OK 74001

Email  
info@sfrcamps.com

Phone  
918 263.3622

Fax  
918 263.2022

Website  
sfrcamps.com

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# Glory House

April 10, 2007

Rebecca Bennett  
1246 E. 29<sup>th</sup> Pl  
Tulsa, OK 74114

Dear Rebecca,

Thank you so much for everything you have done to promote Glory House and our 2007 Spring Fashion Gala & Luncheon. It was wonderful to see you, and I greatly appreciate your expertise announcing the models as they walked the stage. I sincerely hope you will continue to be a part of our event in the coming years!

Next year however, I believe we will focus more on describing the clothes and the stores they came from, rather than the models. I'm sure you will agree this will improve the pace of the show! I welcome your feedback on anything else you think we can do to make it better as well.

A few of our current Glory House residents would like to share the following:

*We were elated to see the huge response to our Fashion Show. Your kindness and generosity gives us the opportunity to stay at Glory House and be truly transformed; mind, body and soul. We are grateful beyond words.*

Your participation really makes an eternal difference!

Many Blessings,

  
Susie Barnes  
Executive Director

**Appendix IV:**  
**Cox Station Employees' Membership in Local Organizations**

Included below are a representative sample of some of the community organizations in which the staff of Cox's stations serve as board members or otherwise participate, as described by the local staff of Cox's stations.

*WSOC-TV, Charlotte, North Carolina and WAXN-TV, Kannapolis, North Carolina:*

1. Joe Pomilla, VP/GM – Board of Directors Speedway Children's Charities
2. Sally Ganz, Creative Services Director – Board of Directors Theatre Charlotte
3. Shawn Pack, Controller and Dave Siegler, Director Broadcast Operations & Engineering - North Tryon Development Council (City Improvement)
4. Robin Whitmeyer, News Director – National Association of Black Journalists, Committee Member Arts & Science Council of Charlotte
5. Debi Faubion – Anchor/Reporter – Board Mecklenburg Medical Alliance & Endowment.
6. Kim Brattain – Anchor/Reporter – Junior League Advisory Board, American Cancer Society Leadership Council, Charlotte Country Day School Board of Advisors
7. Chuck Stauffer, Account Executive - Board North Carolina Mental Health Association
8. Clay Lockett, Account Executive – Committee Chair Second String Santa
9. Beth Miller, Account Executive – Big Brothers Big Sisters Charlotte Mecklenburg Schools

*KICU-TV, San Jose, California:*

1. Vice President and General Manager Tom Raponi participates in the Silicon Valley Leadership Group and the local chapter of the national sports marketing network and serves on the DTV speakers bureau.
2. Community Affairs Director Roy Avila serves on the DTV speakers Bureau, Silicon Valley Leadership education committee, San Jose Police Activities Board, advisory board to InnVision, Services for Brain Injury, University of California 4-H Youth Development Program State Marketing Task Force. Has participated in community events such and serving as Master of Ceremonies for the 2008 City of San Jose Mayors state of the city address. Master of Ceremonies for the annual Foster Grandparents Recognition luncheon. Master of Ceremonies for the annual Bay Area AllStars recognition dinner.
3. Research Director Lisa Fernandez is in her 13<sup>th</sup> season as a wish grantor for the Greater Bay Area Make A Wish Foundation

*WJAC-TV, Johnstown, Pennsylvania:*

1. Dennis Vickroy (Controller) – Board of Directors Community Foundation of the Alleghenies, Salvation Army, YMCA of Greater Johnstown
2. Jim Burton (Meteorologist) – Board of Directors PA Special Olympics
3. Tim Rigby (Sports Director) – Board of Directors All American Amateur Baseball Association
4. Dick Schrott (GM) – Board of Directors Arbutus Park Manor Retirement Community, PA Association of Broadcasters, Board of Visitors of Penn State University College of Communication

*WFTV(TV) and WRDQ(TV), Orlando, Florida:*

1. Bryce Layman (Operations Manager) – Assistant Scout Master Boy Scouts of America
2. Bob St. Charles (Director of Marketing) – Member of Florida Citrus Sports
3. Karen Tuech (Accounting Manager) – Volunteer for Junior Achievement
4. Robert Maxwell (Reporter / Anchor) – Mentors through Big Brothers, Big Sisters of Central Florida
5. Vanessa Echols (Anchor), Melodee Burns (WRDQ Traffic Manager), Rita Howard (Broadcast Automation Coordinator), and Judi Mattila (Office Coordinator) are founding members of Compassionate Hands and Hearts (a 501c3 breast cancer outreach organization). Vanessa, Rita and Melodee are breast cancer survivors.
6. Vanessa Echols is also on the board of the UNCF and honorary chairman of Race for the Cure.
7. Mario Mendoza (General Sales Manager WRDQ) – Epilepsy Foundation
8. Charlie Sternberg (Local Sales Manager WRDQ) – Hospice of the Comforter Volunteer Board
9. Jerry Smith (Account Manager) – Better Business Bureau Member

*KTVU(TV), Oakland, California:*

1. Janice Gin is the local president of the NorCal Chapter of the Radio TV News Directors Association.
2. Rosy Chu sits on the advisory committee for the Leshar Newsmakers Series with the Leshar Foundation.

*WSB-TV, Atlanta, Georgia:*

1. Anchor Monica Kauffman was the first African American to chair the Metropolitan Atlanta United Way Board, and currently serves on the Board of Directors for The High Museum of Atlanta, True Colors Theater Company and Senior Citizens Services of Atlanta.
2. Anchor John Pruitt is on the Board of Visitors for Rabun Gap Nacoochee School, Advisory Board member, Sheltering Arms, former Board member of Literacy Action, Nature Conservancy of Georgia, and has served on the National Juvenile Diabetes Research Foundation Board (JDRF).
3. Anchor Jovita Moore is on the DeKalb Symphony Board, Center for Visually Impaired, and in the process of forming an Advisory Board for Dress for Success.
4. Anchor Carol Sbarge is on the Druid Hills Youth Sports Board.
5. Chief Meteorologist Glenn Burns serves on the Board of Earth & Atmospheric Sciences.
6. Reporter Tom Reagan is on the Communications Committee for the North Georgia March of Dimes.
7. Reporter Jeff Dore is on the Lukemia Lymphoma Society Board.
8. Photographer Erin Fredrickson is chairing a board for homeless housing.
9. Public Affairs Director Jocelyn Dorsey is on the Piedmont Park Conservancy Board, the Metro Atlanta Arts and Culture Coalition Board, Thanks Mom & Dad Fund Board (serving seniors), Sisters by Choice, Inc. (Breast Cancer service), Hands On Atlanta Advisory Board, Empty Stocking Fund Advisory Board, Atlanta Alliance for Developmental Disabilities Advisory Board and a member of the Women's Forum of Georgia.

*WSB(AM), Atlanta, Georgia:*

1. Traffic Reporter Herb Emory serves on the board of Directors for Team Georgia, a coalition organized to promote safe transportation throughout Georgia;
2. Consumer advocate Clark Howard serves on the Board of Directors for Georgia Watch, a consumer advocacy organization.
3. Consumer advocate Clark Howard serves as Director Emeritus on the board of directors of the Georgia Consumer Credit Counseling Service, a non-profit consumer service agency dedicated to helping families achieve financial stability;

4. WSB-AM evening talk host Herman Cain serves on the boards of directors for AGCO, the Georgia Chamber of Commerce, Hallmark Cards, and his alma mater, Morehouse College;
5. WSB-AM Assistant Program Director Condace Pressley serves on the Board of Directors for Cobb County Library Foundation and for the Atlanta Press Club. She is also a former national President of the National Association of Black Journalists;
6. WSB-AM in partnership with Atlanta Gas Light annually present the Shining Light Award to a living Georgian whose life has left an indelible impression on the city of Atlanta. The award has been presented annually since 1962;
7. WSB-AM and morning show host Scott Slade has served as emcee of the Great Georgia Air Show in Peachtree City, GA since its inception

*Cox Radio Stamford-Norwalk, Connecticut (WNLK(AM), WFOX(FM), Norwalk, WSTC(AM), WCTZ(FM), Stamford):*

1. General Manager Robin Faller is on the board of directors of the CT Broadcasters, Stamford Chamber, the Greater Norwalk Chamber of Commerce, and the Stamford Police Foundation. Mr. Faller is also an advisor for the Fairfield County Sports Commission and is a former member of the boards of directors of Positive Directions and the Urban League.
2. Director of Marketing Steve Soyland is on the NCC Advisory Committee.

*Cox Radio Hawaii (KCCN-FM, KINE-FM, KRTR(AM), Honolulu, KPHW(FM), Kaneohe, KRTR-FM, Kailua, KKNE(AM), Waipahu):*

1. General Manager: Hawaii Association of Broadcasters, Aloha Festivals, Salvation Army
2. Sales Account Managers: Business Banking Council, Hawaii Academy of Recording Artists, The Recording Academy, Pacific Northwest Chapter, Made in Hawaii Festivals, Sales marketing Executives International (SMEI), Leukemia & Lymphoma Society's Light the Night Walk
3. Internet Sales Manager: Life Foundation
4. Program Director: Musical Youth of Hawaii

*Cox Radio Greenville, South Carolina (WJMZ-FM, Anderson, WHZT(FM), Seneca):*

1. General Manager Steve Sinicropi sits on the board of the Greenville Arena District and the board for the Greenville Blues and jazz Festival.

*WHDR(FM), Miami, Florida:*

1. Jeff Lalonde is a spokesperson for “Best Buddies Broward,” an organization designed to enhance the lives of those with intellectual disabilities.
2. Natalia Radzuik is a member of the South Florida Hispanic Chamber of Commerce.

*WFLC(FM), Miami, Florida:*

1. Tamara Gant is a spokesperson for “Embrace Foundation For Girls” The mission of The Embrace Foundation, Inc.’s Girl Power Initiative is to provide positive social experiences, Life Skills and Character Building Training, academic tutoring, mentoring and cultural exposure for at risk girls ages 5-14 in the Miami Area.
2. Julie Guy is a spokesperson for “Team In Training” an organization that raises funds and awareness for the Leukemia and Lymphoma society.
3. Tamara Gant is a spokesperson for “The American Stroke Association”
4. Kenny Walker-Spokesperson for Joe Diaggio Children’s Hospital- Joe DiMaggio Children’s Hospital is the only children’s hospital in Broward and Palm Beach Counties performing cardiac catheterization and open heart surgery, and one of only a few hospitals in the nation performing minimally invasive, endoscopic surgery for cranial abnormalities.
5. Kenny Walker – Spokesperson “Jason Taylor Foundation- The Jason Taylor Foundation, a 501(c)(3) organization. The Foundation’s mission is to support and create programs that facilitate the personal growth and empowerment of South Florida’s children in need by focusing on improved health care, education and quality of life.

*Cox Radio Dayton, Ohio (WHIO(AM), WHKO(FM), Dayton, WHIO-FM, Piqua, WZLR(FM), Xenia):*

1. Donna Hall, VP/MM: serves on the Foundation Board for Dayton Children’s Medical Center and on the board for the YWCA’s “Women of Influence” luncheon. The YWCA’s mission is “empowering women and eliminating racism”. She also is a “brand ambassador” for the city of Dayton’s new marketing brand/image: Get Midwest; we think of everything
2. Nick Roberts, OM: serves as Director for the Block Hunger Organization

3. Jim Barrett, News Director: serves on the board for the American Heart Association
4. Larry Hansgen, morning news host: serves on the board of the Ohio Valley Chapter of the National MS Society, President of the Board of the Centerville Elementary Co-eds, academic volunteer at Magsig Middle School tutoring students in German. Larry is also the celebrity host of the following charity golf events: Clara Barton Classic for the American Red Cross, Hospice of Dayton Classic, Boy Scout Pro-Am, Centerville Noon Optimist Tournament and the Freedom Alliance Tournament
5. Nancy Wilson, morning drive personality: board member for SICSA, ARC Board (AIDS Resource Center Ohio). She also volunteers as a tutor for Ohio Reads via the Miami Valley Literacy Council, she emcees the MVLX annual Scrabble Tournament, supports MS Society and American Heart Association by emceeing their annual walks, supports MDA and URS by appearing on their annual telethons, supports DATV by appearing on their telethon and hosting their broadcast of the Dayton Children's Christmas Parade
6. Bryan Gainer, Account Executive: Huber Heights Little League Board. Also coaches Wayne Pee Wee football and Dayton Metro Basketball team
7. Jason Michaels, Assistant Program Director: representative for WHIO Radio/TV for the Montgomery-Greene County Local Emergency Response Committee.
8. Jackie Roberts, Traffic Director: President of the Butler Performing Arts Association
9. Lisa Ringer, Accounting Manager: collector for the American Cancer Society

*Cox Radio Birmingham (WZZK-FM, WAGG(AM), WPSB(AM), Birmingham, WBPT(FM), Homewood, WNCB(FM), Gardendale, WBHJ(FM), Midfield, WBHK(FM), Warrior):*

1. David DuBose – Board of Trustees, Birmingham Metro Chamber of Commerce
2. David DuBose – Board of Directors, Better Business Bureau
3. David DuBose – Chairman, Alabama Broadcasters' Association
4. Bradley Spears – Community/Minority Advisor for Spain Park High School
5. May Kay – Local Secretary Central Alabama Chapter of the National Weather Association.

*Cox Radio Jacksonville (WJGL(FM), WAPE-FM, WOKV(AM), WMXQ(FM), Jacksonville, WOKV-FM, Ponte Vedra Beach, WFYV-FM, Atlantic Beach):*

1. Bill Hendrich, MM/VP – Board of Governors, Jacksonville Chamber
2. Mike Dorwart, WOKV PD – Chair, Brandy Creek Community Development District
3. Bill Gates, WAPE LSM -- Board of the Normandy Youth Athletic Association
4. Marsha Ladson, HR – Board, Flagler County PAL

*Cox Radio Louisville (WRKA(FM), WVEZ(FM), St. Matthews, WSFR(FM), Corydon, WPTI(FM), Louisville):*

1. Todd Schumacher, Vice President/Market Manager, Derby Festival
2. Kitty Malone, GSM/WVEZ-FM & NSM/Louisville, Ad Club
3. Amy Torres, GSM WSFR-FM/WRKA-FM/WPTI-FM, Junior League

*KKBQ-FM, Pasadena, Texas:*

1. Afternoon Drive Host Cactus Jack – hosts Pasadena Veterans Concert and Livestock Show and Rodeo, IR Master of Ceremonies for Special Olympics.
2. Morning Show Host Tim Tuttle – Board Member, Snowdrop Foundation.
3. Morning Show Host Kevin Kline – President/Founder of Snowdrop Foundation, recipient of the Finish Line Sports Humanitarian Award, board member of PAWS (Pets Are Wonderful Support).
4. On-Air talent Kelly Ryan – volunteer with Southern States Rottweiler Rescue, teacher at Connecticut School of Broadcasting.
5. Market Manager Caroline Devine – Board Member of the Texas Association of Broadcasters, Radio Ink's Most Influential Women in Radio 2007 Issue.
6. Program Director Johnny Chiang – Board Member Snowdrop Foundation.
7. General Manager Mark Krieschen – participant in Houston Mayor Bill White's Principal for a day program, guest speaker at Clements High School Marketing Department.

*Cox Radio Tulsa, Oklahoma (KRMG(AM), KWEN(FM), KJSR(FM), Tulsa, KKCM(FM), Sand Springs):*

1. John Durkee: Board of Elders Forest Park Christian Church.



2. Drew Anderssen: Executive Committee Youth Leadership Tulsa, Former President Oklahoma Mothers Against Drunk Driving, Former Director of Development Tulsa Jaycees, Young Professionals Tulsa.
3. Neal Kennedy: – Former Board of Directors for Tulsa Press Club, Former Chairman for Oklahoma Chapter National Corvette Restorers Society which contributes funds to various other local non-profit agencies.
4. Nicole Burgin: Board of Directors for Tulsa Press Club, Active volunteer for Habitat For Humanity.
5. Joe Kelley: Board of Directors for Make A Wish Foundation of Oklahoma, serves on committee boards at Rotary Club of Tulsa, Board of Directors for American Heart Association – Tulsa, Salvation Army – Tulsa, and Former Board Member of Tulsa Press Club.
6. Rick Couri: Tulsa's Court Appointed Special Advocates, Operation Aware of Oklahoma, Boys Scouts of America Venturing Program
7. Marianne Herrold: Advisory Board, Tulsa Symphony Orchestra
8. Dan Bell: Board Member, University of Tulsa Advertiser Board
9. Ron Whitaker: President, Broken Arrow Optimist Club, Past International Vice-President, Optimist International, Member of Marketing Committee, Optimist International, Chairperson 2009, Optimist International Convention Committee, Former Broken Arrow City Counselor.
10. Steve Hunter: Friends of the Fairgrounds Board
11. Keith Marlow: Board for the Oklahoma Animal Alliance.
12. Mary Rogers: Board of the Tulsa Media Alliance - local chapter for American Women in Radio and Television.
13. Rebecca Bennett: President of the board for the Adoption Center of NE Oklahoma
14. Jack Conway: Boy Scouts of America Venturing Chairman, Venturing COPE Director
15. Rick Collier: President, Jenks Bank Parents Club, Advisory Council Member for Tulsa Chapter of the Salvation Army Boys & Girls Clubs of America.
16. Randy Heller: Chairman, Packages of Hope, Board Member, University of Tulsa Advertiser Board.
17. Dan Lawrie: Board Member, Oklahoma Association of Broadcasters, Board Member, Associated Press Advisory Board, Board Member, University of Tulsa Advertiser Board.

*Cox Radio Richmond, Virginia (WKHK(FM), Colonial Heights, WDYL(FM), Chester, WMXB(FM), Richmond, WKLR(FM), Fort Lee):*

1. The Richmond chapter of the Ronald McDonald House Charities
2. “On The Air Radio Players”: a group that records old radio dramas in front of a studio audience through Henrico Parks & Recreation.
3. Virginia Association of Broadcasters
4. Midlothian Junior Women’s Club (Midlothian is a suburb neighboring Richmond)
5. Virginia Motor Sports Club (VMSC): a non-profit driver’s education club
6. Junior Achievement of Central Virginia
7. Volunteering with Operation Smiles
8. Running in the Ukrops Monument 10k for the VCU Massey Cancer Center
9. Running in the American Family Fitness 10k for the Children’s Hospital Foundation
10. Organizing/participating in the K95 5k for St. Jude Children’s Research Hospital
11. Participating in the Suntrust Richmond Marathon/5k
12. Participating in the Susan G. Komen 5k
13. Participating in the Making Strides Against Breast Cancer 5k
14. Narrating for Child Savers
15. Feeding the homeless at one of the Freedom House Centers
16. 7 years of volunteering at the READ center teaching adults how to read
17. Answering phones for the Red Cross post Katrina
18. Volunteering to help with the devastation after Katrina
19. Volunteering with Henrico Parks and Recreation taking special needs children hiking
20. Shoveling trash at the Good Samaritan Housing Project across from the VA hospital through Grace Brethren Church
21. Reading for Virginia Voice (an organization that provides vocal information for the print handicapped)

**Appendix V:**  
**Local News Provided on A Sample of Cox Television and Radio Stations:**

Listed below are the amounts of local news, weather, and traffic provided by a representative sample of Cox radio and television stations. In addition to the regularly scheduled news broadcasts reflected below, Cox stations also cover breaking news as it happens. A number of Cox's radio stations broadcast a news/talk format, as identified in Appendix I. As shown below, however, even Cox's stations in other formats frequently provide significant amounts of local news, weather and traffic.

<i><b>Station(s)</b></i>	<i><b>Market (DMA, Arbitron Metro)</b></i>	<i><b>Amount of Local News, Weather and Traffic Per Week</b></i>
WSB-TV	Atlanta, GA	40 hours
WHIO-TV	Dayton, OH	34 hours
KIRO-TV	Seattle-Tacoma, WA	28 hours
WSOC-TV	Charlotte, NC	32 hours
WAXN-TV	Charlotte, NC	3 hours 30 minutes
WJAC-TV	Johnstown-Altoona-St. College, PA	24 hours 30 minutes
WFTV(TV)	Orlando-Daytona Beach-Melbourne, FL	36 hours
WRDQ(TV)	Orlando-Daytona Beach-Melbourne, FL	11 hours
KTVU(TV)	San Francisco-Oakland-San Jose, CA	41 hours
KICU(TV)	San Francisco-Oakland-San Jose, CA	2 hours 30 minutes
KISS-FM	San Antonio, TX	1 hour
KSMG(FM)	San Antonio, TX	1 hour
WSTC(AM)/WNLK(AM)	Stamford-Norwalk, CT	32 hours
WCTZ(FM)	Stamford-Norwalk, CT	3 hours
KRTR(AM), KRTR-FM, KPHW(FM)	Honolulu, HI	70 minutes
KCCN-FM, KINE-FM, KKNE(AM)	Honolulu, HI	90 minutes
WPLR(FM), WEZN-FM	New Haven, CT and Bridgeport, CT	4 hours 30 minutes

<b><i>Station(s)</i></b>	<b><i>Market (DMA, Arbitron Metro)</i></b>	<b><i>Amount of Local News, Weather and Traffic Per Week</i></b>
WJMZ-FM	Greenville-Spartanburg, SC	70 minutes
WFLC(FM)	Miami-Ft. Lauderdale-Hollywood, FL	90 minutes
WHIO(AM), WHIO-FM, WHKO(FM), WZLR(FM)	Dayton, OH	22.18 hours
WBLI(FM), WBAB(FM), WHFM(FM)	Nassau-Suffolk, NY	2 hours
WAGG(AM)	Birmingham, AL	7 hours 30 minutes
WBHJ(FM)	Birmingham, AL	30 minutes
WPSB(AM)	Birmingham, AL	4 hours 35 minutes
WDBO(AM)	Orlando, FL	20 hours of morning newscasts plus hourly updates
WSB-FM	Atlanta, GA	1 hour news plus 234 weather and 200 traffic updates
WSRV(FM)	Atlanta, GA	60 weather and 85 traffic updates
WSB(AM)	Atlanta, GA	37 hours
WOKV(AM)/WOKV-FM	Jacksonville, FL	17 hours news plus 300 local traffic reports
WVEZ(FM)	Louisville, KY	120 minutes
WSFR(FM)	Louisville, KY	50 minutes
WRKA(FM)	Louisville, KY	120 minutes
KRMG(AM)	Tulsa, OK	18 hours
KKCM(FM)	Tulsa, OK	1 hour
WDUV(FM)	Tampa-St. Petersburg-Clearwater, FL	75 minutes
WWRM(FM)	Tampa-St. Petersburg-Clearwater, FL	75 minutes
WSUN-FM	Tampa-St. Petersburg-Clearwater, FL	22.5 minutes

**Appendix VI:**  
**Awards Received by Cox Radio and Television Stations**

Listed below are a representative sample of some of the awards and recognition Cox stations have received for their programming and community involvement:

*WSB-TV, Atlanta, Georgia (2007 Highlights):*

1. Georgia AP Broadcast Awards:
  - a. BEST INVESTIGATIVE REPORTING: Winner: WSB-TV, "Seafood Investigation," John Pruitt, Josh Wade, Brad Stone, Jim Strickland, Chris Cantergiani and Tony Light.
  - b. BEST GENERAL: Winner: WSB-TV, "Drop Out Academy," Oscar Carrillo de Albornoz, Fred Blankenship, Dave Darling and Melinda Adams.
  - c. BEST SERIES REPORTING: Winner: WSB-TV, "Bible College Police," Dale Cardwell and Josh Wade.
  - d. BEST STAFF COVERAGE: Winner: WSB-TV, "Georgia's Water Crisis," News Staff.
  - e. BEST SPECIALIZED REPORTING: Winner: WSB-TV, "Handbag Knockoffs," Jim Strickland, Chris Cantergiani and Josh Wade.
  - f. BEST USE OF SOUND: Winner: WSB-TV, "Mussels Man," Oscar Carrillo de Albornoz.
  - g. BEST WEATHER REPORTING: Winner: WSB-TV, "Metro Atlanta Tornado," David Chandley, Brad Nitz and Ross Cavitt.
2. The National Television Academy Southeast EMMY awards:
  - a. Television Special Achievement Excellence- Station Excellence, WSB-TV ATLANTA, Bill Hoffman, VP & GM, WSB-TV ATLANTA
  - b. Outstanding Achievement-Television News & Program Specialty Excellence Health/Science News, "Fake Dentist" Jim Strickland, Patti DiVincenzo, Dave Darling
  - c. Outstanding Achievement Television News Gathering Excellence News Special • Action News Primetime John Pruitt, Melissa Wright

*KIRO-TV, Seattle, Washington:*

1. The Northwest Chapter of the National Academy of Television Arts & Sciences has conferred the Emmy Award to InColor, the station's

quarterly magazine program that examines diversity in the Pacific Northwest.

2. The Academy of Religious Broadcasting has conferred the ARBY Award of Excellence for programs that promote, encourage and honor programming that informs, dignifies and uplifts the human spirit.
3. Various on-air talent have been recognized for their contributions to the community organizations, most recently Penny LeGate by the Rotary Club and Steve Raible by the Fred Hutchinson Cancer Research Center and Children's Home Society of Washington.

*WSOC-TV, Charlotte, North Carolina and WAXN-TV, Kannapolis, North Carolina:*

1. December 2007: Blair Miller (anchor) and Bronson Hill (photographer): The Russ Catlin Media Award (National Award)- awarded for coverage of Motorsports for 2007 in the broadcast division.
2. December 2007: One Regional Emmy Award: "School Tools 06", PSA Campaign category – Ron DeJoseph, Todd Boggess, Josh King, Tom Atkins
3. December 2007: Going Green efforts (website/psa's/etc.) will be listed in a special Green Awards publication that will be published in the Charlotte Business Journal.
4. November 2007: With Erik Saxon's involvement, WSOC has won a community award from the Chamber. He said the award is for work that he had done at Harding High School with students to educate them on understanding web initiatives. He had gone to the school quite a few different times. The award was presented on Monday, 11/26/07. 3:45pm
5. October 2007: WSOC-TV received an award at Second Harvest Food Bank Annual Partner Appreciation Luncheon. The event was scheduled for October 9, 2007 from 12:00 – 2:00 at Myers Park United Methodist Church. WSOC received their Food Drive Partner Award.
6. December 2006 – June 2007: Emmy Award – Promo Spot/Program – Mike Sussman, WAXN for "The Mayberry Code".
7. December 2006 – June 2007: Emmy Award – Public Affairs – WSOC/Kinloch Productions – Dead Sea Scrolls: 100 Days in Charlotte

*WFTV(TV) and WRDQ(TV), Orlando, Florida:*

1. 2006 Emmy Award Winners (Awarded in December of 2006)
  - a. Feature News – Berndt Petersen / WFTV – Tarrytown
  - b. General Assignment – Cynthia Demos / WFTV – Brevard Muck Fires
2. 2006 Emmy Award Nominations
  - a. Breaking News -- Josh Einiger / WFTV – Beach Pile-up
  - b. Brevard Brush Fires – WFTV – Producer: Greg DeBrosse
  - c. General Assignment -- Leland Vittert / WFTV – Officer Bishop Cleared
  - d. Team Coverage – WFTV—Milwee School Shooting
  - e. Editor – WFTV / Oscar Carillo -- Smiley
3. 2007 AP Awards
  - a. Best Short Light Feature - 2<sup>nd</sup> place - WFTV, Pole Problems, Chris Egert and Oscar Carillo
4. 2007 Emmy Awards (Awarded in December of 2007)
  - a. Best News Special – Killer Tornadoes – WFTV, Channel 9, Eyewitness News
  - b. Producer: Greg DeBrosse.
  - c. Best Feature – Bernd Petersen – Brandi and Rain
5. 2007 Emmy Nomination
  - a. Best Photography – Tim Garrison
6. 2008 AP Awards
  - a. Best Overall – 1<sup>st</sup> Place – WFTV Eyewitness News Team
  - b. Best Sportscast – 1<sup>ST</sup> Place WFTV
  - c. Best Hard News Feature – 2<sup>nd</sup> Place -- Kathi Belich / Priest Investigation
  - d. Best Website – WFTV Staff

*KICU(TV), San Jose, California:*

1. American Red Cross of for outstanding support of Red Cross Advertising 2007
2. Community Affairs Director nominated for the Center for Disease Control's Steps Hero for contributions to the Steps to a healthier Santa Clara County.

3. Certificate of recognition for Support of Kidango programs.
4. Certificate of recognition Almaden Women's Club for ongoing support of fundraising efforts.

*WJAC-TV, Johnstown, Pennsylvania:*

1. Red Cross Award for our Telethon raising \$125,000 for Chapter assistance
2. 2007 PA Association of Broadcasters for Excellence – 1977 Flood Special

*Cox Radio San Antonio, Texas (KCYF(FM), KISS-FM, KKYX(AM), KONO(AM), San Antonio, KONO-FM, Helotes, KPWT(FM), Terrell Hills, and KSMG-FM, Seguin):*

KISS has received two awards for the “Rock and Roll Up Your Sleeve” Blood Drive. One award was from America's Blood Centers for the 1999 Media of The Year Award. This award covered both radio and TV categories. The second award was international in nature. KISS received the radio portion of a “blood banking” award by an organization that covers North, Central and South America. A South American Television station was the recipient in the TV category. Specific details of these awards can be provided if necessary.

*Cox Radio Birmingham, Alabama (WPSB(AM), WAGG(AM), WZZK-FM, Birmingham, WBHJ(FM), Midfield, WBHK(FM), Warrior, WBPT(FM), Homewood, WNCB(FM), Gardendale):*

1. Metro Birmingham Crisis Center Communication Award.
2. 1<sup>st</sup> Annual Jacquelyn Bates Dukes Scholarship Benefit. Marathon Academy and Family learning Center.
3. Birmingham Tree Commission Award.
4. “Best Large Market Personality” – Mary K from WBHJ FM – 95.7 JAMZ
5. “Best Large Market Project” – JAMZ Corp from WBHJ FM – 95.7 JAMZ
6. “Best Large Market Service Promotion” – The Tom Joyner Sky Show from WBHK FM – 98.7 KISS
7. “Best Large Market Advertisement” – Stamps Entertainment from WBHJ FM – 95.7 JAMZ
8. “Best Large Market Talk Show” – Shelia Smoot On Your Side from WAGG AM
9. “Alabama's Best in Broadcasting 2007” - Large Market Personality Chris Coleman WBHK-FM Birmingham
10. “Alabama's Best in Broadcasting 2007” - Large Market Radio Morning Show Buck Wilde Morning Show WBHJ-FM Birmingham



11. “Alabama’s Best in Broadcasting 2007” - Large Market Service Project  
Stop the Violence WBHJ-FM/WBHK-FM/WAGG-AM Birmingham

*WSB(AM), Atlanta, Georgia:*

1. News/Talk 750 WSB has received four Marconi Awards presented by the National Association of Broadcasters:
  - a. 2002: Legendary Station of the Year
  - b. 2004: Large Market Personality of the Year – Scott Slade
  - c. 2005: Large Market Station of the Year
  - d. 2006: Major Market Personality of the Year – Scott Slade
2. Neal Boortz was inducted into the Georgia Association of Broadcasters Hall of Fame June 2, 2007, during the GAB annual convention at Callaway Gardens.
3. Neal Boortz named Best on-air Personality and The Neal Boortz Show named best radio program by the Georgia Association of Broadcasters in 2007.
4. News/Talk 750 WSB Radio News Department swept the 2007 Georgia Association of Broadcasters Awards among large market stations winning 10 awards including:
  - a. Station of the Year - News/Talk 750 WSB
  - b. Community Service Award - News/Talk 750 WSB
  - c. Newscast - Atlanta's Morning News
  - d. News Coverage - Murder on the Silver Comet Trail
  - e. Feature Story/Series/Documentary
  - f. Sports Program
  - g. Sports Reporting
  - h. PSA | ID | Promotional Announcement
5. News/Talk 750 WSB Radio News Department swept the 2007 Georgia Associated Press Broadcast Association Awards among large market stations winning 13 awards and 2 Honorable mentions in the following categories:
  - a. Spot News
  - b. Series Reporting
  - c. Special Staff Coverage
  - d. Best Newscast – Atlanta’s Morning News
  - e. Feature Reporting

- f. Documentary/Special News Programming
  - g. Best Anchor/Reporter
  - h. Sports Feature
  - i. Sportscast
  - j. Sports Program – Best of the Bulldogs
  - k. Sports Play-by-Play
  - l. Specialized Reporting
  - m. Website
  - n. Use of Sound – Honorable Mention
  - o. Investigative Reporting – Honorable Mention
6. News/Talk 750 WSB Radio News Department won the 2007 Edward R. Murrow Award for Excellence in Electronic Journalism. “Atlanta’s Top 5 Consumer Scams,” Jeff Dantre’ reporting, named nation’s best news series presented at the annual Murrow Dinner on October 15, 2007 at the Grand Hyatt in New York.
7. News/Talk 750 WSB Radio News Department swept the 2007 Radio Television News Director Association Contest winning 10 Regional Edward R. Murrow Awards in these categories:
- a. Overall Excellence
  - b. Newscast
  - c. Investigative Reporting
  - d. Continuing Coverage
  - e. News Series
  - f. Feature Reporting
  - g. Sports Reporting
  - h. News Documentary
  - i. Use of Sound
  - j. Website
8. News/Talk 750 WSB wins eight (8) awards in the 2008 Georgia Associated Press Broadcast Awards competition in the following categories:
- a. Spot News - Richard Sangster "Bus Crash"
  - b. General Reporting - Jon Lewis "Lock Bumping"
  - c. Series Reporting - Veronica Waters "Blood Sport"
  - d. Feature Reporting - Pete Combs "Atlanta Heat wave"

- e. Sportscast - Tony Schiavone "Tony Schiavone Sports"
  - f. Sports Program - "Best of the Bulldogs" Neil Williamson, Tony Schiavone, Jim Ayers, Charles Youngs, and Mike Williams
  - g. Website - Laura Nunemaker [www.wsbradio.com](http://www.wsbradio.com)
  - h. Web Based Reporting - Veronica Waters, "The Hobby"
9. News/Talk 750 WSB also wins six (6) honorable mentions in the 2008 Georgia Associated Press Broadcast Awards competition in the following categories Honorable Mention:
- a. Series Reporting - Pete Combs "Ready for a Storm"
  - b. Feature Reporting - Jon Lewis "New World of Coke"
  - c. Sports Reporting - Sandra Parrish "Bicycle Journey"
  - d. Best Anchor/Reporter - Pete Combs
  - e. Sportscast - Tony Schiavone "Tony Schiavone Sports"
  - f. Sports Program - UGA Broadcast Team "UGA Blackout: Georgia over Auburn"

*KFOX-TV, El Paso, Texas:*

- 1. Texas Associated Press Awards:
  - a. First Place: Best Reporter: Daniel Novick
  - b. Second Place: Best Investigative: Peter Daut and George Cervantes: Scandal in Socorro
  - c. First Place: Best Website
  - d. First Place: Best Documentary: Joe Najera ("Up, Up and Away: The Danny Olivas Story")
  - e. First Place: Best TV Special: TeamFox: Danny Olivas: El Pasoan in Space
- 2. Texas State Teachers Association: Outstanding Single Program: Peter Daut KFOX News

*Cox Radio Jacksonville (WAPE-FM, WJGL(FM), WMXQ(FM), WOKV(AM), Jacksonville, WFYV-FM, Atlantic Beach, WOKV-FM, Ponte Vedra Beach):*

- 1. WOKV News was recently honored six times by the Associated Press for 2008 for LOCAL NEWS coverage, and received twelve such awards in 2007.
- 2. In the past decade, WOKV News has received more than 60 awards for local news coverage from the Associated Press.

3. In 2006 - WOKV was honored by the Radio Television News Directors with an Edward R. Murrow Award for our documentary on the hurricane season
4. In 2006 WOKV was nominated by Radio & Radio as one of the outstanding news/talk radio stations in America
5. WOKV has been recognized for outstanding community service by these local organizations:
  - a. danielkids.org
  - b. Mad Dads
  - c. American Heart Association
6. In 2005/2006 and 2007 WMXQ was recognized by the MS Society for their participation and charitable work
7. In 2007 WJGL was honored by the North Florida Philanthropic Society
8. In 2007 WMXQ won an award from Southern Women's show in regard to affiliation with Breast Cancer Association

*KRMG(AM), Tulsa, Oklahoma:*

1. KRMG has been recognized by the Oklahoma Association of Broadcasters as:
  - a. Metro Market Radio Station of The Year (6 times)
  - b. Best Newscast, Spot News, Spot Weather, Sportscast
  - c. Multiple Community Service Awards
  - d. Awards for Extensive Team Coverage during tornados and ice storms
2. Radio and TV News Directors Association:
  - a. Winner of the Regional and National Murrow Award for Best Newscast
3. Oklahoma Department of Public Safety:
  - a. Safety Award for Traffic Reporting
4. Marshall Gregory Award for Educational Reporting
5. Urban Tulsa Weekly for Best Radio News
6. Multiple awards from locally owned GTR Newspapers
7. Multiple recognitions from locally owned Tulsa People Magazine  
Multiple recognitions from locally owned Oklahoma Magazine
8. Joe Kelley recognized "Achiever Under 40" by The Journal Record newspaper

9. Joe Kelley recognized “40 under 40” by The Tulsa Business Journal
10. Joe Kelley named “Best of the Best” local media personality from Oklahoma Magazine
11. Joe Kelley recognized by Tulsa People Magazine in their “Movers & Shapers” edition
12. Rick Couri recognized with Service To Mankind Award from Elks Club
13. Rick Couri awarded Medal Of Honor from BSA Venturing

**Appendix VII:**  
**Representative Local Public Affairs Programs on Cox Radio and Television Stations**

<i>Station</i>	<i>Title</i>	<i>Duration</i>	<i>Frequency</i>
KIRO-TV	<i>In Color</i>	30 minutes	Quarterly
WAXN-TV	<i>Metrolina Forum</i>	30 minutes	8 per year
KICU	<i>Q&amp;A</i>	30 minutes	Weekly
WJAC-TV	<i>Our Region's Business</i>	30 minutes	Weekly
WFTV(TV)	<i>9 Family Connection</i>	30 minutes	Quarterly
KTVU(TV)	<i>Bay Area People</i>	30 minutes	Weekly
WSB-TV	<i>People 2 People</i>	30 minutes	Weekly
WHIO-TV	<i>WHIO Reports</i>	30 minutes	Weekly
KKBQ-FM, KTHT(FM), KHPT(FM), KHTC(FM)	<i>FYI</i>	30 minutes	Weekly
KKNE(AM)	<i>Na Oivi Olino Hour (People Seeking Wisdom)</i>	1 hour	Weekly
KRTR(AM), KRTR-FM, KPHW(FM)	<i>Various titles – produced by Olelo</i>	1 hour	Weekly
WSB(AM)	<i>Perspectives</i>	30 minutes	Weekly
WSB(AM)	<i>Women's World</i>	30 minutes	Weekly
WSB(AM)	<i>Parenting Solutions</i>	30 minutes	Weekly
WSB(AM)	<i>Sounds of Atlanta</i>	30 minutes	Weekly
WSB-FM	<i>The Heart of Atlanta</i>	30 minutes	Weekly
WSB-FM	<i>Perspectives</i>	30 minutes	Weekly
WSB-FM	<i>Business in the Black</i>	30 minutes	Weekly
WSB-FM	<i>Parenting Solutions</i>	30 minutes	Weekly
WSB-FM	<i>Change Your Mind, Change Your Life</i>	1 hour	Weekly
WSRV-FM	<i>The River Current</i>	30 minutes	Weekly
WSRV-FM	<i>Parenting Solutions</i>	30 minutes	Weekly
WJMZ-FM	<i>Pause for the Cause</i>	1 hour	Weekly
WHDR(FM)	<i>The Platform</i>	30 minutes	Weekly

<b><i>Station</i></b>	<b><i>Title</i></b>	<b><i>Duration</i></b>	<b><i>Frequency</i></b>
WFLC(FM)	<i>Sunday Morning Along the Coast</i>	30 minutes	Weekly
WWKA(FM)	<i>Retrospect</i>	90 minutes	Weekly
WAPE-FM, WOKV-FM, WOKV(AM), WFYV-FM, WMXQ(FM)	<i>Jax Journal</i>	30 minutes	Weekly
WAPE-FM, WOKV-FM, WOKV(AM), WFYV-FM, WMXQ(FM)	<i>First Coast Forum</i>	30 minutes	Weekly
KRMG(AM)	<i>Oklahoma Perspective and Gardening Show</i>	4 hours	Weekly
KKYX(AM)	<i>Community Affairs</i>	2 hours	Weekly
KSMG(FM)	<i>Community Affairs</i>	2 hours	Weekly
KWEN(FM)	<i>Public Service Hour</i>	1 hour	Weekly
KRAV-FM	<i>Tulsa Weekend</i>	1 hour	Weekly
KKCM(FM)	<i>Sand Springs Weekly</i>	1 hour	Weekly
WDYL(FM), WHHK(FM), WKLR(FM), WMYB(FM)	<i>Focus Richmond</i>	30 minutes	Weekly
WSTC(AM)/WNLK(AM)	<i>Fairfield County Focus</i>	1 hour	Weekly